

# MOPS International Convention Program

## Advertising Specs

### ABOUT THE MOPS INTERNATIONAL CONVENTION PROGRAM

The program is not only a fundamental carry-along at the convention, it is also a favorite keepsake for over 4,500 of our attendees. It contains the program schedule and details, site maps, information about the speakers and more. Full color ads and professional construction give the program the versatility to be used for note taking and kept for years.

### ABOUT THE ADVERTISEMENTS

Advertisements are either full page or half page. Full page color ads bleed to the edge; full page and half page black and white ads have approximately 1/8" of white space that separates the ad from the edge of the page. Ads are placed evenly throughout the program.

### AD MEASUREMENTS

Provide your ad at the following measurement, with no crop marks, borders or bleeds outside the allowable size.

Full Page Color	<ul style="list-style-type: none"> <li>▪ With bleed: <b>8.75" x 11.25"</b></li> <li>▪ Trim Size: 8.5" X 11"</li> <li>▪ Live Area: 8.25" X 10.75"</li> </ul> <i>(Any art or text beyond the live area will get cut off)</i>	Vertical
Full Page Black & White	8 x 10.75 (no bleed)	Vertical
Half Page	8" x 5.25"	Horizontal

### FILE FORMATS

Full page color ads are printed in 4-color process. (C=Cyan, M=Magenta, Y=Yellow, K=Black) Color ads that are sent to us need to be based upon the CMYK color model.

Adobe Acrobat	The best kind of file to send is a high-resolution PDF with the fonts embedded.
Photoshop Elements or Paint Shop	Submit as a jpeg or tiff file, minimum 300 dpi.
Word, PowerPoint, or Publisher	These desktop applications do not have high resolution capabilities. <b>Do not send these types of files.</b>

### IMPORTANT DEADLINES

To reserve your ad space, please submit the MOPS International Convention Order Form.

Reservation	<b>June 24, 2009</b>
Ad Submission	<b>July 1, 2009</b>

### SUBMIT ARTWORK TO:

Please email advertisements to Crista Carnes at [CCarnes@MOPS.org](mailto:CCarnes@MOPS.org). Enter **Convention Ad Artwork** in subject line. Artwork not submitted properly will be returned to sender.

**2009 MOPS International Convention PROGRAM ADVERTISING  
ORDER FORM – ALL CONTENT DUE JULY 1, 2009**

PLEASE PRINT

Contact Person: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Contact Email\*: \_\_\_\_\_

*\*MOPS will email this contact to confirm materials received.*

Paying Organization Name: \_\_\_\_\_

Paying Organization Address: \_\_\_\_\_

Art Designer Name: \_\_\_\_\_

Art Designer Phone/ Email: \_\_\_\_\_

Size	Quantity	Price	Color	Amount Due
FULL PAGE ( 8.5" x 11" Vertical)	_____	\$1000	Full	\$
FULL PAGE ( 8" x 10.75" Vertical)	_____	\$800	B&W	\$
HALF PAGE (8" x 5.25" Horizontal)	_____	\$400	B&W	\$
<b>PLEASE REVIEW THE SPECS SHEET FOR FILE REQUIREMENTS BEFORE SUBMISSION</b>				Total \$
Please make check payable to MOPS International. Write <i>Convention Program Ad</i> on the memo line. Include this form with payment. Credit card payments may be made by phone, please call 303.696.2721				

**SEND THIS FORM, AD AND PAYMENT TO:**

MOPS International  
 Convention Program Advertisement  
 Attn: Crista Carnes  
 2370 S. Trenton Way  
 Denver, CO 80231  
 Fax: (303) 733-5770  
 Email: [CCarnes@MOPS.org](mailto:CCarnes@MOPS.org) (Please call to verify receipt)  
 Phone: (303) 696-2721

*MOPS International reserves the right to exclude any ads which do not meet the specifications communicated on this form by the deadline of June 1, 2009. MOPS International reserves the right to exclude any ad that does not adhere to MOPS International sponsorship philosophy.*

