



2018 Primary Care Conference — Program Ad Specs

Sept 7 - 8 • New Orleans

All ads are due by Aug 10

We can assist with ad creation provided that all needed logo and image files and written content for the ad is sent by Aug 3.

Ad Guidelines

Please follow these guidelines when creating your ad. Ads that do not meet all of the below requirements will be returned for edits.

- File is 300 dpi.
 - File is in CMYK color format (No RGB).
 - File is saved as flattened PDF (No crop or registration marks). Jpeg files are accepted provided they meet the above.
 - Full Page ad — all text and important graphics and images are within Safe Area and not near Trim area or in Bleed area. All background graphics should extend to edge of Bleed area.
- (Please note: One side of a Full page ad will overlap spiral binding. To account for this when making your full page ad, keep all important information with the Safe Area.)

Program Specifications

- Distribution:** 600+ given to attendees and exhibitors
- Printing Method:** Sheet-fed offset
- Binding Method:** Spiral Bound
- Color:** CMYK (4 color process)
- Trim Size:** 6" x 9"
- Artwork/Ad Space Reservation:** Space will not be reserved without payment in full.

	Ad Sizes and Prices	Size With Bleed	Trim Area	Safe Area
	Full Page Inside Front Cover — \$1,000 Inside Back Cover — \$900 Outside Back Cover — \$1,000 Full Page Ad — \$800	6.25" x 9.25"	6" x 9"	5.5" x 8.5"
	Half Page (Horizontal) Half Page Ad — \$400	—	5.25" x 4"	5" x 3.75"
	Quarter Page (Vertical) Quarter Page Ad — \$200	—	2.5" x 4"	2.25" x 3.75"
	Logo Only (on Logo Page) — \$50			



Louisiana Association of Nurse Practitioners



Annual Primary Care Conference Program Advertising Form

Company Name _____

Company Phone _____ Company Contact _____

Company Email _____

Address _____ City _____ Zip _____

Please specify ad size:

- Inside Front (\$1000) Inside Back (\$900)
- Outside Back (\$1000) Full Page (\$800)
- 1/2 Page (\$400) 1/4 Page (\$200)

Program Ad Total _____

TOTAL DUE _____