

APPrO 2009

Advertising Standards and Specifications Power Networking Show Guide and Online Banner Advertising



Power Networking Show Guide Print Advertising

*Print advertising copy files should be sent to: marketing@appro.org

The official APPrO 2009 Power Networking Guide will appear as a special supplement in the October/November edition of *IPPSO FACTO*, the official magazine of APPrO.

RESERVATION DEADLINE – SEPTEMBER 23
MATERIAL DEADLINE – SEPTEMBER 30

**Please note that due to time and production constraints, this deadline will not be extended*

Advertisement Sizes (width x height):

Full page (no bleed) 7 3/16" w x 9 11/16" h (7.1875" x 9.6875")	1/8 page horizontal 7 3/16" w x 1 1/4" h (7.1875" w x 1.25" h)	1/6 page vertical 2.7" w x 4.7/8" h (2.7" x 4.875")
1/2 page horizontal 7 3/16" w x 4 7/8" h (7.1875" x 4.875")	2/3 page vertical 7.3" w x 9 11/16" h (7.3" x 9.6875")	1/2 page vertical 3 1/2" w x 9 11/16" h (3.5" x 9.6875")
1/3 page horizontal 7 3/16" w x 3 1/4" h (7.1875" w x 3.25" h)	1/3 page vertical 2.7" w x 9 11/16" h (2.7" x 9.6875")	1/4 page vertical ad 3 1/2" w x 4 7/8" h (3.5" x 4.875")
1/4 page horizontal 7 3/16" w x 2 7/16" h (7.1875" w x 1.4375" h)	1/3 page square 7.3" w x 4.7/8" h (2.7" x 4.875")	1/8 page vertical ad 3 1/2" w x 2 7/16" h (3.5" x 2.4375")

Platform: APPrO uses PC computers only. We cannot read files in Mac format although our printer can if absolutely necessary. If you plan to submit your ad in Mac format, please remember to include a graphic header with the file, since PC computers cannot produce a screen image from the file directly.

Colour: The entire Networking Centre Guide is 4-colour (CMYK). If possible, please make sure any colour ads are in 4-colour form (CMYK). We are able to convert from RGB but we cannot accept responsibility for color variation.

Ads with graphics: preferred formats are EPS, JPEG, GIF and TIF. PDF is also acceptable.

Ads submitted in Word or WP: We cannot reliably extract the graphics from Word or WP files containing graphics. We need all graphic elements in their original "native" format (jpeg, gif, tif, etc.) as separate files, along with the Word or WP file. Ads consisting of text only may be submitted in Word or Word Perfect, or simpler formats like RTF.

Fonts: Vector art or word-processing files requiring specialized fonts must have the fonts submitted (or embedded) with the ad. In the case of EPS files, if outputting material with text as text, you **MUST** include any unusual fonts when you send us the file. Alternatively, you can export the text as curves, which make for a larger file but eliminate the need to include the fonts.

Other formats: APPrO uses PageMaker and InDesign for page layout. We cannot reliably read material in other native formats like Publisher, Quark, or Adobe Illustrator. Printers may be able to

read the other formats, but we don't guarantee this. Thank you for submitting your material in one of the formats above.

Enhanced Power Networking Guide Listings

**Please send your enhanced listing information to marketing@appro.org.*

Your enhanced listing includes the following:

- Logo (follow logo submission guideline below)
- Company name and address
- 75 word paragraph. (Paragraphs longer than 75 words may be edited for length)
- Two (2) company contact names with phone # and e-mail

To ensure the highest reproduction quality, please submit your logo in EPS format (CMYK).

Please note that the reproduction quality of various formats across the various media used at APPRO 2009 may not be consistent. We can accept JPEG, GIF, TIF and PDF in lieu of EPS file format but reproduction quality is not guaranteed.

APPRO 2009 Online Web Banner Advertising

**All web advertising submissions should be sent to: marketing@appro.org*

Please submit your banner ad using the following specifications:

Skyscraper (160x600 pixels)

- vertical banner on right hand side of pages

Skyscraper (160x300 pixels)

- vertical banner on left hand side of pages
(limited usage, since it appears under our own navigation menus)

Skyscraper (160x300 pixels)

- vertical banner on right hand side of pages

Horizontal banner (728x90 pixels)

- at the bottom of pages
- at the top of pages (not available on front pages)

Buttons, 160x160

- under the right hand vertical skyscraper banner

Any standard file format will be accepted (ie. jpg, gif), however, the file must be less than 6MB in size. There are pages dedicated to sponsor and exhibitor content. URL is included and must be provided at the time of order to ensure posting with the banner.

APPrO 2009 Banner Sizes:



Skyscraper - vertical, right side
(160x600 pixels)



Skyscraper - vertical, left or right side
(160x300 pixels)



Button - under vertical right,
(160x160)

Banner sizes cont'd....



Horizontal Banner – bottom (or top on selected pages only) 728x90 pixels

Terms for Banner Advertising

1. Page selection is on a run-of-site basis, randomly cycled on all pages, with positions on the page set as per the customer's choice (ie top, left, bottom or right)
2. Only one image is available below the menu on the left of each page.
3. Multiple images may appear in the advertising space on the right. Smaller images are placed above larger ones. (In general the images are stacked such that buttons appear on top, skyscrapers are at the bottom, and rectangles are in the middle, with a maximum of three right hand images per page.)
4. Top leaderboards do not appear on the home page of APPrO websites. They are displayed on all other pages of the website which contain advertising.
5. Hotlinks are free as long as information is provided by customer at the time of order.
6. Moving gifs will be free if assembled by customer and provided with order; special charges apply if moving images are assembled by APPrO.
7. Ads are not assured until completed confirmation is returned. Electronic copy is due within 7 days of confirmation or publication may be delayed.
8. Minimum order \$200 or 3 months.
9. All ad copy is subject to review and approval by APPrO and may be rejected or removed at any time.
10. Prices are subject to change without notice. Please check with APPrO Marketing Manager to confirm current prices and for information on special offers.

***5% GST applies to all advertising rates and charges. [Please click here to check current pricing.](#)**

APPrO 2009 Marketing Contacts

APPrO 2009 website: <http://conference.appro.org>

APPrO Main Office Telephone: 416-322-6549

Sponsorship and Power Networking Centre Exhibit Sales, Print & Online Advertising:
Carole.Kielly@appro.org

Logos and advertising copy submissions: marketing@appro.org