



Ernest N. Morial Convention Center
 New Orleans, Louisiana
 September 29 – October 1, 2005



EVENT PROGRAM GUIDE ADVERTISING APPLICATION

Space Reservation Deadline: June 1, 2005

Copy due for approval: June 15, 2005

Material due: June 30, 2005

I. Advertiser Contact Information

Please provide the information for the official contact person from your organization who will receive all correspondence for Life@50+. Please print.

 AUTHORIZED REPRESENTATIVE (FIRST NAME, MIDDLE INITIAL, LAST NAME) TITLE

 ORGANIZATION NAME EXHIBITING ORGANIZATION OR PRODUCT NAME (IF DIFFERENT)

 ADDRESS

 ADDRESS (BUILDING, SUITE, ROOM NUMBER)

 CITY, STATE, COUNTRY, ZIP CODE + 4

 TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION) FAX

 EMAIL WEBSITE

- Check here if listing is the same information as above.
- Check here if you advertised in the 2004 Event Program Guide.

II. Program Guide Listing

Complete this section if the official listing in the Event Program Guide is different than that indicated above in Section 1. Please print and specify upper and lower case, punctuation and spacing.

 ORGANIZATION NAME

 ADDRESS

 CITY, STATE, COUNTRY, ZIP CODE + 4

 TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION) FAX

 WEBSITE

III. Advertisement: Sizes and Fees

Advertising Discounts: All multiple ads (two or more) are eligible for a 10% discount. (Excluding enhanced listings.)

Quantity	Ad Type	Price	Total
	Spread	\$9,000	
	Full Page	\$5,000	
	Half-Page vertical	\$3,500	
	Half-Page horizontal	\$3,500	
	Enhanced Listing (includes up to 50 words of text in addition to listing in Advertiser information.)	\$500	
	Subtotal ▶		
		Less 10% discount ▶	
		TOTAL ▶	\$

Advertising Discount

Multiple Ads: Requires two more more insertions (excluding enhanced listings): Subtract 10% from total.

IV. Specifications

Unit Size

Full page:

1/2 pg. Vertical:

1/2 pg. Horizontal:

Non-Bleed

7 3/8" x 9 7/8"

3 7/16" x 9 7/8"

7 3/8" x 5 1/16"

Bleed

8 1/4" x 10 3/4"

4 1/8 x 10 3/4"

8 1/4" x 5 3/8"

Facts: Live area: 7 3/8" x 9 7/8"

Trim Size: 8" x 10 1/2"

Bleed Size: 8 1/4" x 10 3/4"

Trim: 1/8" on all bleed edges

Type to trim safety: 5/16"

V. Digital Material Requirements

Macintosh or TIFF/IT (P1) formats are preferred for page layout. All elements must be at 100% on page. No scaling, rotation or other image manipulation to be done in page layout program. 4/C images must be in CMYK. Scanned image resolution of 254-304 dpi is recommended. Supply all fonts and screen fonts with the file.

VI. Delivery Instructions and Deadlines

Deliver material to: AARP Services, Inc.
Sponsorships & Exhibits
601 E Street, NW
Washington, DC 20004
Phone: 202-434-2767, Fax: 202-434-7681

Materials Due: Space Reservation Deadline: June 1, 2005
Draft of Copy Deadline: June 15, 2005
Material due: June 30, 2005

Advertising in the Life@50+ Event Program Guide is subject to approval by AARP.

Please do not write inside this box.

DATE APPLICATION REC'D

DATE ACCEPTED BY AARP

DISK & MATERIALS REC'D

PAGE SIZE

LOCATION

INVOICE DATE & AMOUNT

PAYMENT DATE & AMOUNT