



## EVENT POCKET GUIDE ADVERTISING APPLICATION

Space Reservation Deadline: **Friday, August 14, 2009**

Copy due for approval: **Wednesday, August 26, 2009**

Material due: **Monday, September 7, 2009**

### I. Advertiser Contact Information

Please provide the information for the contact person who will be representing the Exhibiting Company regarding advertising.

EXHIBITOR NAME	(If different than Exhibitor Name)
ORGANIZATION NAME	
ADDRESS	
ADDRESS (BUILDING, SUITE, ROOM NUMBER)	
CITY, STATE, COUNTRY, ZIP CODE + 4	
TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION)	FAX
EMAIL	WEBSITE

### II. Advertisement: Sizes and Fees

Quantity	Ad Type	Price	Total
	Inside front cover	\$10,000	
	Inside back cover	\$10,000	
	Spread	\$7,500	
	Full Page	\$5,250	
	Half-Page	\$3,800	
	Enhanced Listing* (includes up to 25 words of text in addition to listing Advertiser information.)	\$525	

#### Pocket Guide Advertising TOTAL:

#### \*Wording for Enhanced Listing:

Please submit wording for listing, typed, on a separate sheet, and submit with application. Also, send the document to, via e-mail, to Gregoria Tomey, [gtomey@aarpp.org](mailto:gtomey@aarpp.org).

### III. Specifications

Unit Size	Non-Bleed	Bleed
Full page:	7 3/8" x 9 7/8"	8 1/4" x 10 3/4"
1/2 pg. Vertical:	3 7/16" x 9 7/8"	4 1/8" x 10 3/4"
1/2 pg. Horizontal:	7 3/8" x 5 1/16"	8 1/4" x 5 3/8"

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**Facts**

- > • Front/Back Inside Cover:
  - > Live Area (final trim size): 3.88" w by 9" h
  - > Margins Inside Live Area: 0.188"
  - > Bleed: 0.13"
  
- > • Full Page Ads for Show floor:
  - > Live Area (final trim size): 3.88" w by 9" h
  - > Margins Inside Live Area: 0.188"
  - > Bleed: 0.13"
  
- > • Half Page Ad:
  - > Live Area: 3.88" w by 4.50" h
  - > Margins inside Live Area: 0.188"
  - > Bleed: 0.13" on all sides

**IV. Digital Material Requirements**

Adobe PDF / x-la file 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 300 dpi is recommended. Supply all fonts and screen fonts with the file.

All artwork should be submitted as Adobe Illustrator 10.0 eps. file (all fonts should be converted in outlines), or Adobe Photoshop 300dpi-resolution (could be jpg., bmp., tiff. file).

**V. Delivery Instructions and Deadlines**

**Ad copy:**

- 1) Fax ad space reservation by **Friday, August 14, 2009**, to 202 434 7681.
- 2) E-mail the ad for approval to Gregoria Tomey, [gtomey@aarp.org](mailto:gtomey@aarp.org) by **Wednesday, August 26, 2009**.
- 3) Upon approval notification, *Email* FINAL version no later than **Monday, September 7, 2009**, to: [gtomey@aarp.org](mailto:gtomey@aarp.org).

**Enhanced listing:**

- 1) Fax ad space reservation by **Friday, August 14, 2009**, to 202 434 7681.
- 2) Send the copy for approval, via e-mail, to Gregoria Tomey, [gtomey@aarp.org](mailto:gtomey@aarp.org). by **Wednesday, August 26, 2009**.

**V. Submitting the Application and Authorization**

**Please sign and return this application to:**

AARP Services, Inc. Sponsorship & Exhibits  
650 F. Street, NW | Suite T4-306  
Washington, DC 20004  
Phone: 202-434-2662 | Fax: 202-434-7681

<b>Authorized Signature:</b>	<b>Date:</b>
<b>Name of Title: (Please Print)</b>	

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