



EVENT PROGRAM BOOK ADVERTISING APPLICATION

Materials Due: Space Reservation Deadline: Friday June 5, 2009
Copy due for approval: Friday, June 19, 2009
Material due: Friday, July 3, 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

Check here if you advertised in the 2008 Event Program Guide.

II. Advertisement: Sizes and Fees

Quantity	Ad Type	Price	Total
	Spread	\$9,500	
	Full Page	\$5,250	
	Half-Page vertical	\$3,800	
	Half-Page horizontal	\$3,800	
	* Enhanced Listing (includes up to 50 words of text in addition to listing Advertiser information.)	\$525	
	Program Book 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@aarp.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 5/8" x 9 7/8"	4 1/4" x 10 3/4"
1/2 pg. Horizontal:	7 3/8" x 4 3/4"	8 1/4" x 5 3/8"

Facts: Live area: 7 3/8" x 9 7/8" Trim: 1/8" on all bleed edges
 Trim Size: 8" x 10 1/2" Type to trim safety: 5/16"
 Bleed Size: 8 1/4" x 10 3/4"

Advertising in the Vegas@50+ Event Program Book is subject to approval by AARP



IV. Digital Material Requirements

Digital Data

Native application files—QuarkXPress™, Adobe InDesign™, Photoshop™, Illustrator™—with supporting files, are preferred formats. PDF/X-1a is also acceptable. PC platform, and other file formats may also be acceptable—please call Production Department for more details. Adobe InDesign™ or QuarkXPress™ 5.0 or later is preferred for page layout. When sending Quark® documents, “Collect for Output,” including all fonts. When sending InDesign™ documents, “Package”, including all fonts.

4/C images must be in CMYK mode, TIFF or EPS format. PMS (Pantone®) colors must be converted to CMYK values. Image resolution of 254–304 dpi is recommended. Logos and other design elements should be Illustrator .eps files. If any elements are scanned (bitmaps), they must be 600 dpi or higher. Do not exceed 320% in four-color density.

B&W and/or duotones may be TIFF, and logos may be either TIFF or EPS. B&W images should be grayscale mode. Do not nest EPS files in other EPS files. Supply all fonts and screen fonts with the file.

Format and hard copy materials

We must have the hi-res PDF (PDF X/1a) and the TIFF on a disk; in addition, please send two digital proofs on 60lb. Monterey Gloss or equivalent. A Kodak Approval digital proof is recommended and preferred on 60lb. Monterey Gloss stock for digital files. Commercial and catalog receptors or low-gain proofs are unacceptable, and the publisher is not responsible for variation or color shifts due to stock differences. All inks and toners must be GAA/SWOP® standard. All proofs must contain GAA/SWOP® proofing patches.

V. Delivery Instructions and Deadlines

Ad copy:

- 1) Fax ad space Reservation by **Friday June 5, 2009** to 202 434 7681.
- 2) E-mail the ad for approval to Gregoria Tomey, gtomey@aarp.org by **Friday, June 19, 2009**.
- 3) Upon approval notification, send FINAL version, two 2 print copies and a disc, for receipt no later than **Friday, July 3, 2009**, to:

Gregoria Tomey
Sponsorship & Exhibits
650 F. Street, NW
Washington, DC 20004
Phone: 202-434-2662 Fax: 202-434-7681

Enhanced listing:

- 1) Fax ad space Reservation by **Friday June 5, 2009**, to 202 434 7681.
- 2) Send the copy for approval, via e-mail, to Gregoria Tomey, gtomey@aarp.org by **Friday, June 19, 2009**.

VI. 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

Signature of authorized Exhibitor Representative Date:
Name of Title: (Please Print)

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