

# 2010 Conference Advertising

## 5<sup>th</sup> Annual Private Duty Home Care Leadership Summit & Exposition January 24-26, 2010

This program, distributed at the Private Duty Leadership Summit & Exposition, contains a listing of all events surrounding the summit and exposition. It features a schedule of general and educational sessions as well as information on speakers, exhibitors, and receptions and it is circulated to over 500.

### Final Program:

<b>Deadline:</b>	December 1, 2009
<b>Artwork:</b>	December 5, 2009
<b>Circulation:</b>	500
<b>Trim Size:</b>	8.125" x 10.875"

### Ad Dimensions

<u>Size</u>	<u>inch</u>	<u>pica</u>
Full Page (no bleed)	7.125 x 9.875	42p9 x 59p3
1/2 Page Horizontal	7.125 x 4.875	42p9 x 29p3
1/4 Page	3.5 x 4.875	21p0 x 29p3

**Note:** All live matter (type, logos, etc.) must be kept at least 1/4" inside trim lines.

### 2010 Rates (Member / Non-member)

<u>Size</u>	<u>Member</u>	<u>Non-Member</u>
Cover 4*	\$1,995	\$2,405
Cover 3*	\$1,750	\$2,160
Cover 2*	\$1,750	\$2,160
Full	\$1,320	\$1,782
Half	\$979	\$1,322
1/4 page	\$483	\$652

\*Includes Color, call advertising director for availability.

### **Four-color process add:**

• Full Page:	\$500
• 1/2 Page:	\$275
• 1/4 Page:	\$175

**Prices:** Member prices are more affordable than non-member prices. If you are not a member of NAHC, please call for more information.

### Material Requirements

**Acceptable Formats:** InDesign for Mac with all links included; EPS with fonts either included or outlined; TIFF or EPS with fonts outlined; print quality/high resolution PDF with all fonts and images embedded. Color: CMYK

**Fonts:** Include all screen and printer fonts used in the file unless the file format allows for embedding or outlining.

**Scans:** TIFF or EPS file format in three or four color mode. No JPEG format. Resolution must be a minimum of 300dpi at 100%.

**Dummies:** Send a laser print with file.

**Delivery:** Submit files on CD or via email.(<10M)

**Inserts:** Contact Advertising Manager Faxes, photocopies, and other low-quality originals will not be accepted as camera-ready artwork.

### Specifications

**Trim Size:** 8.125" x 10.875"

**Printing Method:** WEB, full-run

**Binding Method:** Saddle-stitched

**Color:** CMYK

**Payment Terms:** Terms are net 30 days. Delinquent balances are subject to 18% annual finance charges (1.5% per month). Advertising agency commissions will be void if payment is not received in accordance with payment terms. NAHC reserves the right to hold the advertiser and/or agency jointly and separately liable for delinquent balances due on services provided by NAHC.