

ADVERTISING in the
CONFERENCE GUIDE (on-site distribution) Due Date: **August 15, 2014**

rev 1

Exhibitors and Supporters may advertise in the Conference Guide at the rate of \$250 per Full-Page and \$175 per Half-Page.. The Conference Guide is a valuable source of information to attendees and exhibitors, as it contains the entire program, an exhibitor index and general Conference information. The Guide is distributed in the Conference registration area and is available to all conference attendees throughout Test Week.

In addition, Supporters logo's will be included on T-shirt and Tote.

SPECIFICATIONS

Regarding Deliverables:

- **Supporter T-shirt and Tote:** Forward corporate logo in Hi-Res .jpg, .eps and .gif formats in both B/W and color to Scott Davidson via e-mail (scott.davidson@oracle.com) upon confirmation of supporter status, but no later then **August 15, 2014** for inclusion on T-shirt and Tote.
- **Conference Guide Ad:** Forward Ad copy or concept to Scott Davidson for approval by August 15, 2014. Contact info: (ph) **408-276-8052, email, scott.davidson@oracle.com.**

Deliverables

Forward Ad copy for approval with Insertion Order & Remittance by: August 15, 2014

Ad concept approved by ITC Marketing Committee: **August 22, 2014**

Mechanical/Electronic Submission: **August 27, 2014**

Advertising Specifications

Acceptable File Formats:

- High Resolution PDF, PDF/X1-A
- Illustrator EPS (with fonts outlined)
- 300PPI, JPEG/TIFF

File Preparation Information

- Final publication trim size is 5.5” wide by 8.5” (all Ads will have a 0.4” white border on all sides)
- All files should be set up as single pages, not spreads
- PDF or PDF/X-1 Files must be composite grey with all high-resolution graphics & fonts embedded
- All placed images should be at least 300 PPI (actual) in grayscale
- Right reading, portrait mode, 100%, no rotations

Advertising Sizes

- **Full Page** Width 4.75” Height 7.75”
- **Half Page** Width 4.75” Height 3.75”

Guidelines for advertising

1. Advertising space is available to exhibitors, non-exhibitors, and supporters participating in current conference year.
2. The number of ad pages available and cost per page is determined by the ITC Marketing Committee.
3. The cover positions are unavailable and used by ITC to promote current and future conferences.
4. Advertising reservations are taken on a first-come first-served basis dependent on the date received. **No phone reservations will be honored.** Use the attached written ITC insertion order form only.
5. Payment is due at the time of insertion order, if not received by August 15, will not be in the guide.
6. No agency commission is paid.
7. Exhibitors must submit a copy or concept of the ad for review by a non-competitive member of the ITC Marketing Committee. Placement position is at the discretion of ITC Marketing Committee.
8. Ads will be reviewed for appropriateness to the publication and for the use of the ITC name / logo.
9. Exhibitors and Supporters should not emphasize or highlight specific papers or authors in their ad.
10. The number of ads per exhibitor is not limited; however, the ITC Marketing Committee will determine the permitted number of insertions per company
11. Insertion orders and mechanical received after the deadline may be rejected at the sole option of ITC. Material and mechanical not meeting all requirements and specifications will be returned. All returns will include the original remittance less a \$25 shipping and handling charge

Insertion Order: ___ full page(s), ___ 1/2 page(s) ad in the Conference Guide.

Company _____ Booth # _____

Phone _____

Contact Name _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____

E-mail _____

Signature _____ Date _____

Fax this completed form to the ITC office (202) 973-8716
Full Payment is due with this insertion order or use Credit Card option *

* Credit Card Payment: Please fill out the information below and FAX form to (202) 973-8716

Total amount to charge \$ _____ Visa _____ M/C _____ AMEX _____

Card Number _____ Expiration
Date _____

Name of card holder _____

Signature _____

Mail remittance, material and mechanical to:

International Test Conference
C/o Courtesy Associates, Inc.
2025 M Street, NW
Suite 800
Washington, DC 20036

Tel: 202 331-2000
Fax: 202 331-0111

ITC thanks you for your support.