



**ADVERTISING in the** **rev 1**  
**CONFERENCE GUIDE** (on-site distribution) Due Date: **September 20, 2019**

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.

### **SPECIFICATIONS**

#### **Regarding Deliverables:**

- **Supporter:** Forward corporate logo in Hi-Res .jpg, .eps and .gif formats in both B/W and color to Scott Davidson via e-mail ([Davidson.scott68@gmail.com](mailto:Davidson.scott68@gmail.com)) upon confirmation of supporter status, but no later than **September 20, 2019 for inclusion on any Tee shirt and/or Tote bag.**
- **Ad:** Forward Ad copy or concept to Scott Davidson for approval. Contact info: **510-593-5417**

#### **Full-Page and Half-Page ads in the at-conference guide:**

##### **Deliverables**

Ad concept approved by ITC Marketing Committee: **September 20, 2019**

**Insertion Order & Remittance: September 20, 2019**

Mechanical/Electronic Submission: **September 30, 2019**

##### **Specifications**

Mechanical requirements and specifications:

- **Full Page:** Maximum image size is 4.75" (W) x 7.75" (H), no bleeds
- **½ Page:** Maximum image size if 4.75" (W) x 3.625" (H), no bleeds
- **Portrait Mode – ad must be vertically oriented, and designed for a left-hand page.**
- **Black and White ONLY**
- No cross page matching
- HiRes TIFF or EPS format – 300 dpi or greater (600 dpi if the ad contains small text)

##### **Guidelines for advertising**

1. Advertising space is available to 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 **September 20, 2019** 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) 331-0111, Or  
Email or Scan this completed form to: [ITC@courtesyassoc.com](mailto:ITC@courtesyassoc.com)  
Invoice with payment instructions will be sent.**

**Or**

**Make check payable to “International Test Conference” & mail with order  
form to:**

**ITC c/o Courtesy Associates  
2025 M Street, NW, Suite 800  
Washington, DC 20035  
Tel: 202-973-8665**

**Mail remittance, material and mechanical to:**

**International Test Conference  
C/o Courtesy Associates, Inc.  
2025 M Street, NW  
Suite 800  
Washington, DC 20035**

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

**ITC thanks you for your support.**