

SAME RATES AS 2008!

PCI Convention Program Rate Card **2009**

2009 PCI CONVENTION

PROFILE

Draw attention to your products and exhibit by placing an advertisement in the 2009 PCI Convention and Exhibition Program Guide. All advertising is run on a right-hand page for maximum exposure. Special requests for positions will be made available where practical.

2009 CLOSING DATES AND DEADLINES

Ad Close Date	Materials Due
July 15, 2009	Aug. 1, 2009

RATES

Full Page, 4-Color	\$1500
1/2 Page, 4-Color	\$1200

RATES FOR PREMIUM POSITIONS

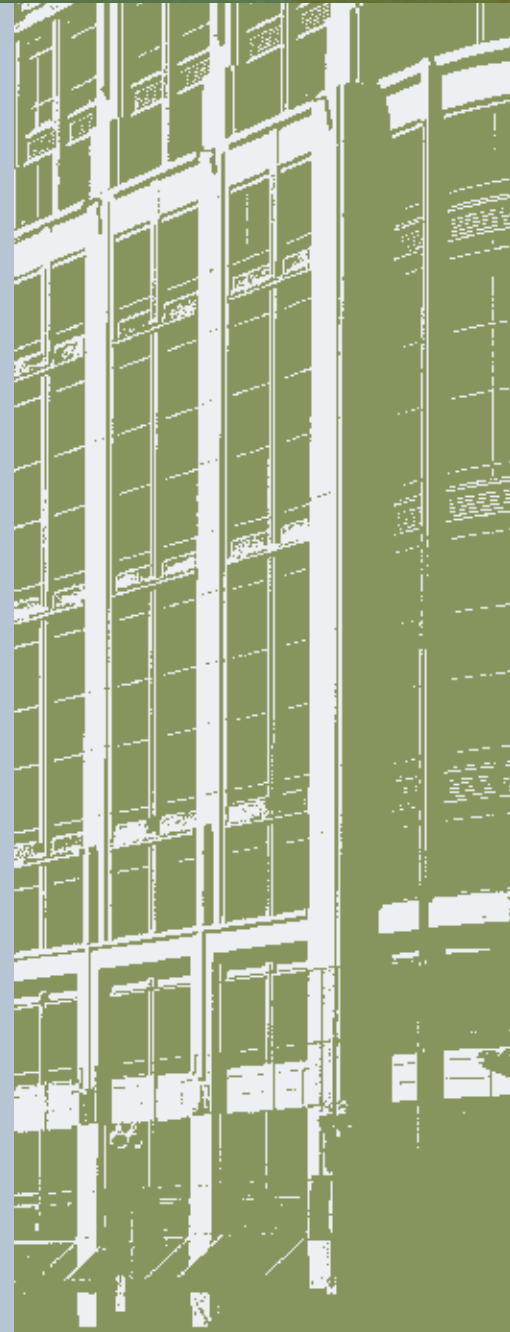
Inside Front Cover	\$1800
Inside Back Cover	\$1600
Back Cover	\$2000

Advertising Contacts

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ELECTRONIC FILE PREPARATION

PDF files — Acrobat 4 (PDF 1.3) files are accepted. PDF files must be created using **Adobe InDesign 2 (or later) or Acrobat Distiller 4 (or later.)** DO NOT USE Quark 6 export pdf setting. All PDFs must have crop marks with 1/8 in. bleed, and be high resolution with all fonts and graphics embedded.

Page files — All page files must be provided in **MAC format**, Adobe InDesign 2 (or later) or QuarkX-Press 4 (or later) files, including all fonts (screen and printer) and all high-resolution (300 dpi) graphic files.

Graphic files — All illustrations, logos, etc. must be provided in Illustrator, FreeHand, or Photoshop.

Photo images — All high-resolution files must be supplied. (100% size at 300 dpi.) Files must be **CMYK**,

EPS files (NO DCS FILES).

Fonts — All screen and printer fonts must be included. Also include all fonts used in any Illustrator or FreeHand files, if applicable.

Proofs — A laser print **must** be supplied with all media for display ads, while a four-color matchprint-quality proof is strongly preferred.

Media — All files must be submitted via the PCI ftp site. Ads will not be accepted via email.

Return of media — Materials will be retained by the publisher for one year unless otherwise requested. The publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

Ad Size	Width x Depth (in.)
Full page, bleed*	5 x 10* (Live area: 4 x 9)
Full page	4 x 9
Half page	4 x 5
Back cover	5 X 10 (Live area: 4 x 9)
Inside back cover	5 X 10 (Live area: 4 x 9)
Inside front cover	5 X 10 (Live area: 4 x 9)

* Ad dimensions are TRIM size, and must include 1/8 in. bleed beyond the trim size.

Note: Half-page ads do not have bleeds.

NOTE: PCI preflights all ads to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/advertiser if a problem is found with native files or pdfs. **PDF files cannot be altered once received**, so any changes necessary will need to be submitted as a new file. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted. If you have any questions, please call (312) 360-3217 or email pgrignon@pci.org.

MECHANICAL REQUIREMENTS

The PCI Convention Program Guide is a computer-to-plate publication. Digital ad files are required.

The PCI Convention Program Guide is spiral bound. Final crops will be set at layout; please allow extra bleed (1/8 in. recommended) to enable minor adjustments on the binding side.

Final trim size — 5 in. x 10 in. All pertinent matter should be kept 1 in. from trim on all four sides. Ads must be created at 100%.

Line screen — 150 line = 300 dpi at 100%.

Simulation of publication format — The publisher reserves the right to reject any advertisement and to designate as advertising any advertisement resembling editorial matter.

Publisher's protective clause — Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed, and assume responsibility for any claims arising therefrom made against the publisher.

Rate protection — The publisher may revise rates on 90 days' notice. Advertisers may cancel their orders at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.

Publisher error — The publisher's liability for any error will not exceed the cost of printing for the page(s) in question.

FTP Site

Use the PCI ftp site to quickly send your electronic files for advertisements:

Address: <ftp://ftp.pci.org>
 User Name: advertising
 Password: advertising

Mailing Instructions

Deliver proofs to:

PCI Publications
 Attn: Convention Advertising
 209 W. Jackson Blvd., Ste. 500
 Chicago, IL 60606
 (312) 360-3217