

ADVERTISING RESERVATION

Advertising in the on-site Convention Program is a great opportunity to advertise your company and encourage attendees to visit your exhibit booth. Attendees refer to their State Convention & Exhibit program regularly and long after leaving the convention, thus giving your company repeated exposure. The 8-1/2" x 11" State Convention & Exhibit program will be distributed to each attendee.

Exhibitors receive a discount on advertising fees. Each ad will be placed in the best possible location within the exhibitor listing section in the on-site Convention Program. Ad space is also available on the back outside cover, front inside cover, back inside cover and middle two pages.

Space Reservation State Convention & Exhibit

| | Exhibitor Advertising | Non-Exhibitor Advertising |
|--|--------------------------|------------------------------|
| Preliminary Marketing Program: One Ad space is available on the back cover, next to mailing address. Order this space and BE SEEN FIRST!! Ad space will be assigned on a <i>first come, first served</i> basis. It will be mailed in mid March. | | |
| <input type="checkbox"/> Preliminary back outside cover (4-7/8"h x 2-1/4"w) | \$ 350 | \$ 650 |
| Final On-site Convention Program Ad (All rates are for camera ready artwork.) | | |
| <input type="checkbox"/> Back outside cover – full color (8-1/2"w x 11"h + 1/4" bleed) ONE ONLY | \$1,100 | \$1,400 |
| <input type="checkbox"/> Front inside cover – full color (7-1/4"w x 10"h + 1/4" bleed) ONE ONLY | \$1,000 | \$1,300 |
| <input type="checkbox"/> Back inside cover – full color (7-1/4"w x 10"h + 1/4" bleed) ONE ONLY | \$1,000 | \$1,300 |
| <input type="checkbox"/> Full double-page center – full color (17"w x 11"h + 1/4" bleed) ONE ONLY | \$ 900 | \$1,200 |
| <input type="checkbox"/> Full page (7-1/4"w x 9"h) | \$ 500 | \$ 900 |
| <input type="checkbox"/> Half page (7-1/4"wx 4"h) | \$ 300 | \$ 600 |

DEADLINES

Preliminary program camera-ready artwork copy must be received by **February 1, 2010**.

Final program space reservations must be made by **April 19, 2010**.

Camera ready artwork copy must be received by **April 26, 2010**.

PROGRAM AD SPECIFICATIONS

Ads placed inside the on-site convention program will be printed in a four-color process. All ads are to be submitted in CMYK (not RGB) and must be bordered. Camera-ready ads should be submitted in the preferred program format of Adobe Illustrator (Mac or PC). We can accept PageMaker, In Design or PDF (must be exact size to be printed) files. We cannot accept files in other programs, such as MSWord, Microsoft Publisher, Photoshop (ads submitted as image files will not translate to the printed page) or PowerPoint. If any file has placed art or photos we will need those original files for links, e.g., logos. For best results, do not submit large areas of black reverse or type smaller than 10 pt. No type smaller than 6 pt. should be expected to reproduce. Screens and Halftones must be at 150 dpi and 225 resolutions. Ad(s) submitted as not being camera-ready (e.g. the wrong size or not in the proper format), will be returned, re-sized, or recreated by CHIA with an additional charge of **\$100.00**. Fees for additional edits to an ad will vary. All ads must include contact name or department and address including zip code (PO Box not acceptable by state law). Any questions, please contact the CHIA Executive Office.

Advertisers, regardless of agency affiliation, will accept full responsibility for all financial obligations. CHIA reserves the right to bill advertisers for any necessary alterations to an ad that does not conform to the stated mechanical specifications.

Submit this form and all camera ready artwork by the appropriate deadline to Advertise@CaliforniaHIA.org

(Large file e-mail to Files@CaliforniaHIA.org - please call CHIA first).

EXTRA EXTRA!!

- Please send me the Pre-Registration Attendee Mail List - Fee \$50**

For Exhibiting Companies Only: List will include the preferred mailing addresses for all attendees registered to attend as of May 21, 2010. File will be sent in electronic format. Use this list to send a personal invitation to each attendee before the show. This list will not include e-mail addresses or phone numbers. Please e-mail Attendee Mailing list to: _____

- Your flyer or brochure inserted in Attendee Bags - Fee \$200 (\$400 for Non-Exhibitors)**

CHIA will have your flyer, brochure or booth prize draw slip inserted in all the attendee bags for your convenience. Preprinted flyers must be sent to CHIA by June 7, 2010.

Advertiser's Acceptance (Please print)

Company Name _____
 Address _____
 City _____ State _____ Zip _____ - _____
 Contact Person _____ E-mail _____

Payment Information (CHIA Tax ID# 95-6100518)

Amount Due \$ _____

Make check payable to CHIA – or charge your VISA, Discover, MasterCard, or American Express

Card No. _____ Exp. Date _____

Signature _____

Print Cardholder name _____ Address/Zip _____