

RENO ADVERTISING OPPORTUNITIES

The official printed conference program is a major part of each participant's registration packet, and those who are unable to attend the meeting often purchase the program as well. In addition, many institutional members place copies of the program in their libraries for students and faculty to peruse in learning what is being talked about at scholarly meetings. Approximately 750 copies are printed.

EMAIL BLAST

Directly connect to Community Corrections professionals around the country! Market to approximately 10,000 APPA members and associates. Email Blasts occur every two weeks close to the Institute.

Email Blast (each) \$500

MATERIALS PREFERRED (EMAIL BLASTS)

Ad Dimension Are 120px Wide x 240px In Length.
.png or .gif file Required.

SOUVENIR PROGRAM ADVERTISEMENT RATES

| | |
|--------------------------|---------|
| Premium Landscape Spread | \$2,200 |
| Landscape Spread | \$1,400 |
| Premium Full Page | \$850 |
| Full Page | \$700 |
| 1/2 Page | \$500 |
| 1/4 Page | \$350 |

PREMIUM AD POSITIONS*

- Inside Front Cover/Spread
- Inside Back Cover/Spread
- Facing the Featured Sessions
- Facing the Institute at a Glance page
- Facing the Floorplan

**Only available to Landscape Spread, Full Page and Billboard ads.*

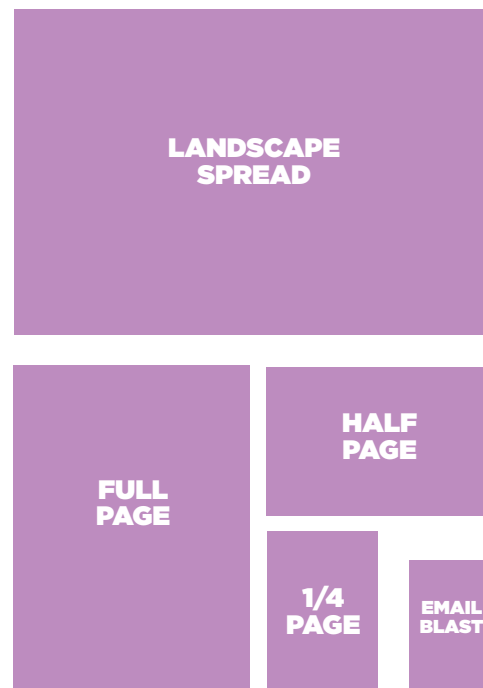
MATERIALS PREFERRED (SOUVENIR PROGRAM)

Digital files (PDF-X-1A). Quark or InDesign files will not be accepted. **ADS WILL BE BLACK AND WHITE.**

FILE TRANSMISSION

Please send all PDF/X-1A ads to APPA-ads@csg.org.

APPA RECEIVES ALL PROOFS VIRTUALLY, NO HARD COPIES ACCEPTED.



LANDSCAPE SPREAD

16" x 10.75"

PREMIUM FULL PAGE

8.25" x 10.75"

1/2 PAGE

8.25" x 5.25"

1/4 PAGE

4.125" x 5.25"

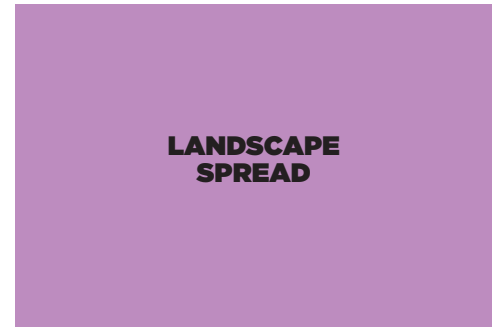
EMAIL BLAST

1.67" x 3.33" (120 x 240 pixels @ 72dpi)



RENO ADVERTISING CONTRACT

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AD SIZE (SEE LAYOUTS)

PAYMENT INFORMATION

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 Name on Card _____
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LANDSCAPE SPREAD

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SOUVENIR PROGRAM ADS SHOULD BE RECEIVED BY APPA NO LATER THAN DECEMBER 1, 2016.

EMAIL BLAST MATERIALS ARE DUE ONE WEEK BEFORE ASSOCIATED BLAST.

FAX OR EMAIL INSERTION ORDER TO

John Higgins, Creative Services
 Fax: 859.244.8001
 Email: APPA-ADS@csg.org