



# 43rd Annual Training Institute

July 29 - August 1, 2018 ★ Philadelphia, Pennsylvania

## PHILADELPHIA ADVERTISING OPPORTUNITIES

### SOUVENIR PROGRAM ADVERTISEMENT RATES

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 1300 copies are printed.

### 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 **SOLD**
- Back Cover **SOLD**
- Inside Back Cover **SOLD**
- Facing Featured Sessions ( 2 spots available)
- Facing the Institute at a Glance page (2 spots available)

*\*Only available to Full Page and Spreads.*

### MATERIALS PREFERRED (SOUVENIR PROGRAM)

Digital files (PDF-X-1A). Quark or InDesign files will not be accepted.

**ADS WILL BE IN FULL COLOR.**

### FILE TRANSMISSION

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

**APPA RECEIVES ALL FILES VIRTUALLY, NO HARD COPIES ACCEPTED.**

### 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**

### BAG STUFFER

Remind the attendees of your presence and products with these inserts to be included in the conference bag

**Bag Stuffers \$500**

### APP BANNER AD

Sponsor banners are highly visible and a constant presence in the event app. 12,000 - 15,000 impressions during the Institute

**App Banner Ad \$500**

### MATERIALS PREFERRED

Ad Dimension Are 600px Wide x 110px In Length.

**.png or .gif file required.**

### LANDSCAPE SPREAD (W/BLEED)

8.25" x 16.25"

### PREMIUM FULL PAGE (W/BLEED)

8.25" x 8.25"

### 1/2 PAGE

3.75" x 8.25"

### EMAIL BLAST

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

### APP AD BANNER

600px x 110 px

**LANDSCAPE  
SPREAD**

**FULL  
PAGE**

**HALF  
PAGE**



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July 29 - August 1, 2018 ★ Philadelphia, Pennsylvania

## PHILADELPHIA ADVERTISING CONTRACT

Company Name \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Billing Name (if different) \_\_\_\_\_  
Billing Address (if different) \_\_\_\_\_

**LANDSCAPE  
SPREAD**

**FULL  
PAGE**

**HALF  
PAGE**

### AD SIZE (SEE LAYOUTS)

\_\_\_\_\_  
\_\_\_\_\_

### LANDSCAPE SPREAD (W/BLEED)

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600px x 110 px

### PAYMENT INFORMATION

☐ VISA ☐ MasterCard ☐ American Express ☐ Invoice Me

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**SOUVENIR PROGRAM ADS SHOULD BE RECEIVED  
BY APPA NO LATER THAN JUNE 1, 2018.**

**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