



APPA 2020 Winter
Training Institute

January
5-8, 2020

New Orleans

NEW ORLEANS ADVERTISING OPPORTUNITIES

SOUVENIR PROGRAM ADVERTISEMENT RATES

The official printed conference program is a major part of each participant's registration packet, and companies who are unable to attend the meeting often purchase ads in 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.

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
- Back Cover
- Inside Back Cover
- 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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Orleans**

NEW ORLEANS 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)

8.25" x 16.25"

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

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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 DECEMBER 1, 2019.**

**EMAIL BLAST MATERIALS ARE DUE ONE WEEK
BEFORE ASSOCIATED BLAST.**

FAX OR EMAIL INSERTION ORDER TO

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