

On-Site Program Advertising

Advertising space is available in the PennTec 2012 On-Site Conference Program. The Program is distributed to every Conference participant. **You DO NOT need to purchase exhibit space in order to advertise in the Program.** A signed contract with payment in full, a hard copy sample of the ad, and the ad in electronic format must be received by **April 1, 2012.** (No agency discount or commission is available for Conference Program advertising.)

Company Logos in Exhibitor Listing

Your company logo can be added to your company contact information printed in the Program on the Exhibitor Listing pages. Logos print in black & white only. The size of the printed logo will be approximately 3/4" wide x 1/2" high. Logos must be black & white art created in TIFF, EPS, JPEG, or PDF formats, created in high resolution with 300 dpi.

Advertising Policy

The Pennsylvania Water Environment Association (PWEA) reserves the right to reject advertising which it deems unsuitable and to refuse acceptance from advertisers of questionable credit or trade standing. Advertising which simulates reading matter will be plainly marked "advertisement" in a typeline above or below the insertion.

The PWEA reserves the right to determine the placement of all advertisements, except special position ads. The PWEA is only responsible for providing advertising space, and is not liable for the content of the advertisements appearing in the Conference Program.

Ad Requirements:

- Electronic files are required. All 4-color ads must be CMYK process. Color ads must be designed in a software program which allows color separations.
- Files must be Mac compatible. Application files must be sent with fonts and graphics individually (do not embed in file). Files may be PDF, TIFF, EPS, JPEG, or Adobe InDesign documents. All files must be created in high resolution with 300 dpi.
- Adobe Illustrator, Adobe Photoshop, or Adobe InDesign documents are preferred.
- Files should be emailed to: pwea@pwea.org or sent via CD/DVD. Please submit hard copy sample with contract.
- Any additional copy, touch up or artwork required to complete an ad will be billed to the advertiser at cost plus 10% handling charge. Please call for price quotes.

All advertisements must be received by April 1, 2012.

In the event of a cancellation, fees will be refunded less a \$50 administrative fee if the cancellation is received in writing by April 1st.

Cancellations will not be accepted after that date.



Please send completed contract with full payment by APRIL 1, 2012, to:

PWEA
PO Box 3367
Gettysburg, PA 17325
Fax: 570-549-2221
Phone: 570-549-2204

Email: pweameetings@npacc.net

PennTec 2012 On-Site Program Ad Contract

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Advertisement Rates: (Circle your ad choices)

Ad Size (width x height)	Black & White		4-Color Process	
	Credit Card	Check	Credit Card	Check
Full Page (7.5" x 10")	\$234	\$225	\$364	\$350
Half Page (7.5" x 4.75")	\$172	\$165	\$302	\$290
1/4 Page (7.5" x 2.25" or 3.75" x 4.75")	\$130	\$125	\$255	\$245
Business Card (3.5" x 2")	\$78	\$75	\$224	\$215
Company Logo	\$26	\$25	n/a	n/a

Special Position Advertisements

(available on first-come basis):

	Credit Card	Check
Inside Front Cover	\$442	\$425
Inside Back Cover	\$442	\$425
Outside Back Cover	\$442	\$425

All Special Position Advertisements are Full Page and can be printed in either 4-color or black & white.

Method of Payment:

Check (payable to PWEA)

Total if paid by by Check: \$ _____

Credit Card: MasterCard Visa American Express

Total if paid by Credit Card: \$ _____

Card Number: _____ Expiration Date: _____ Security Code: _____

Name (as it appears on card): _____ Signature: _____

Billing Address (if different from above): _____

