

# 2012 CONFERENCE PROGRAM ADVERTISING AGREEMENT

PLACEMENT	SIZE	4-COLOR	B&W
Back Cover	8.75" x 11.25"	2,515	
Cover 2 or 3	8.75" x 11.25"	1,795	
Full Page	8.5" x 11"	1,640	1040
2/3 page (vertical)	4.63" x 10"	1,435	835
1/2 page (vertical)	3.38" x 10"	1,230	630
1/2 page (horizontal)	7" x 4.88"	1,230	630
1/2 page (island)	4.63" x 7.38"	1,230	630
1/3 page (vertical)	2.25" x 10"	1,075	475
1/3 page (square)	4.63" x 4.88"	1,075	475
1/4 page	3.38" x 4.88"	970	370

## DISTRIBUTION

The Conference Program is distributed to all Conference attendees, and provides a listing and description of each Stage Expo exhibitor, plus a complete listing of the programming and special events at the USITT Conference & Stage Expo.

## USITT MEMBER ADVANTAGE PROGRAM DISCOUNTS

Contributing Members with four-time *TD&T* insertion agreements enjoy a 20% discount on Conference & Stage Expo Program advertising, Sustaining Members with four-time *TD&T* insertion agreements receive a 15% discount on Conference Program advertising, and Supporting Members with four-time *TD&T* insertion agreements receive a 10% discount on Conference Program advertising.

## INSERTION ORDER

AD SIZE	AD PRICE	DISCOUNT	TOTAL AD PRICE
_____	\$ _____	\$ _____	\$ _____

## ART WORK

- o Pick up ad from \_\_\_\_\_
- o New Material – Due to USITT Office by **February 10, 2012**

## ADVERTISING AGREEMENT

I acknowledge and agree to the USITT Advertising Terms and Regulations

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**FAX to 315-458-1371 by JANUARY 31, 2012**

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## MATERIAL REQUIREMENTS

**Ad artwork must be in digital format.**

**Applications:** QuarkXpress or InDesign. Provide native files with fonts and images included. If using other software, save document as an EPS, embed all images and save fonts in outline format or include printer and screen fonts.

**Color:** CYMK (not RGB) format required for four-color ads.

Black & white ads must be set up as black & white, not four-color.

**Photos or Images:** Saved as EPS or TIFF, 300 dpi minimum, CYMK (not RGB).

**Proofs:** High resolution laser or PDF are acceptable.

**Production charges:** Advertiser will be billed for production work required for ad material that does not meet mechanical requirements.

## MATERIAL SUBMISSION

Files should be uploaded to USITT's FTP site at <ftp://ww2.usitt.org>.

User name: adscustomers Password: adscustomers1

Type address into web browser and enter User name and Password into log-in box. Copy or move artwork file(s) onto the site. Once files have been successfully transferred, please send an e-mail to [hpwillard@aol.com](mailto:hpwillard@aol.com).

Files on CD may be sent to:

USITT

ATTN: Conference Program Advertising

315 South Crouse Avenue, Suite 200

Syracuse, NY 13210

## ADVERTISING TERMS AND REGULATIONS

1. Invoices are mailed upon publication. Terms are Net 30 days to advertisers with established accounts. Pre-payment or a college/university purchase order is required for new accounts.
2. Cancellations: No cancellations accepted after order due date.
3. All copy is subject to approval by United States Institute for Theatre Technology, Inc. USITT reserves the right to reject or cancel any advertising which does not conform to the standards of the publication.
4. Advertiser is strictly liable for the content of its advertisements and agrees to defend, indemnify and hold harmless USITT for claims arising from the publication of the advertisement.
5. Where any advertisement is placed by an agency on behalf of an advertiser, the company and agency are jointly and severally liable for advertising charges.
6. The sole obligation of USITT as to any failure or default on its part shall be limited to a refund of paid advertising charges.

## DEADLINES

**Insertion orders are due by January 31, 2012**

**Art Work must be submitted by February 10, 2012**