

Illinois Association for Health, Physical Education, Recreation & Dance



affiliated with
MID-WEST ALLIANCE FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE
and the
AMERICAN ALLIANCE FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE

To: Advertising Manager
From: IAHPERD Executive Director
RE: Advertising in 2008 Convention Program Booklet

The Illinois Association for Health, Physical Education, Recreation and Dance (IAHPERD) is offering the opportunity to place an advertisement in the Convention Program Booklet.

This would be a great opportunity for those who are going to be exhibiting at convention. But even if you are unable to have a booth at the 2008 convention your ad would be seen by over 3,000 professionals. There is a limited amount of space so act now!

RATES FOR ELECTRONIC SUBMISSION

Full Page ----- \$200.00 _____
Half Page ----- \$125.00 _____
Quarter Page ----- \$75.00 _____

Program booklet is 8 ½" by 11" in size. Ad will be in black and white.

Please sign and send contract, CD with advertising (or e-mail your copy) and your check to:

Robert McBride
IAHPERD
P. O. Box 1326
Jacksonville, IL 62651
(217) 245-6413
(217) 245-5261 Fax
iahperd@mchsi.com

By _____
Print Name _____
Title _____
Date _____

AFFILIATES

Action for Healthy Kids*American Heart Association*Consortium to Lower Obesity in Chicago Children*Illinois Association for Supervision and Curriculum Development*Illinois Athletic Directors Association*Illinois Coaches Association*Illinois Chapter American Academy Pediatrics*Illinois Coalition for Adapted Physical Education*Illinois Nutrition Education Training*Illinois Elementary School Association*Illinois Girls Coaches Association *Illinois High School Association*Illinois Athletic Trainers Association*Illinois School Health Association*Mid-American Chapter-American Red Cross*St. Louis Dairy Council*Suburban High School Association for Department Chairs of Health and Physical Education*

CONVENTION PROGRAM BOOKLET ADVERTISING CONTRACT

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Signature: _____

CONTACT PERSON E-MAIL ADDRESS _____

has agreed to purchase advertising space in the convention Program Booklet. The purchaser agrees to furnish their material for the advertisement according to the specifications listed below. All advertising is placed within the booklet, cover space is not available.

Deadline for electronic or CD submission of advertisement September 1, 2008.

Copy and Contract Regulations

- A. The publisher assumes no responsibility and will not be held liable for any statements appearing in the advertisements.
- B. Advertising simulating editorial content will not be accepted.
- C. It is assumed that all pictures, names and endorsements by advertisers have been covered by written consent.

For Digital Pictures:

- D. * The camera should be at least a 3 or above Mega Pixel digital camera.
* Set the picture resolution to the highest the camera offers.
-- for example: 1028x764
--This setting is usually assessed through a menu in the camera.
--If there are no numbers to choose, choose "high" which is usually an option when no resolution numbers are available.
- E. * Files are usually saved in JPEG format, which will be fine.
- F. * As with any picture taking, please remind the photographer to not take pictures with the sun/light behind the person in the picture.

For Program Booklet Advertisements:

- G.. * Please provide _both_ *.PDF (Acrobat Portable Document Format) files and *.EPS (Encapsulated PostScript) files. (This way I have a backup just in case).
- H. * When sending these files, please send all fonts used (both screen and printer).
- I. * Please send a hardcopy print of the ad, so I can verify the ad looks correct.

**IF THE ABOVE SPECIFICATIONS ARE NOT ADHERED TO,
THE ADVERTISING WILL BE RETURNED.**