

Advertising Rates and Production Specifications



AGO 2016 National Convention

This convention offers the broadest array of print and digital advertising options ever offered for an AGO convention. All advertisers will have the additional benefit of promotion via the AGO 2016 social media channels including Twitter and Facebook, as well as blog posts well ahead of the convention date.

Advertising rates are based on ready-to-publish submitted content. All ads must be “press-ready” according to the guidelines provided. Any artwork submitted will not be returned. All stipulations must be embodied in writing and are subject to approval/agreement by the AGO 2016 Advertising committee. No verbal agreements. All submitted items become the property of AGO 2016 unless special arrangements are

made to return the material. AGO 2016 is not responsible for returning any materials or retaining art work after the publishing of the project and the conclusion of the event.

AGO 2016 and its partner organizations are not responsible for errors in advertisements, selection, or quality of photos or ads submitted after the artwork deadline as noted below. Advertisements will be sold “first paid = first reserved.” No advertisement space will be reserved without full payment. Following purchase, instructions will be provided via email for submitting content.

Inquiries regarding the information on this page should be submitted to NewsAGO2016@gmail.com.

Convention Book - Booking closed 2/1/2016

Mobile Application (App)

Purchase by: **4/1/2016**; Submit by: **4/8/2016**

UNIT	SIZE	SPECIFICATION	RATE
Banner Ad (rotational)	Pixels 600W x 110L	Hi-res .jpg or .png	\$750

Website

All ads linked to URL of your choice

Purchase by: **6/8/2016**; Submit by: **6/15/2016**

UNIT	SIZE	SPECIFICATIONS	RATE
Homepage	220 x 220 pixels	JPG, JPEG, PNG, or GIF	\$750
Site footer	<i>All footer ads sold</i>		

Attendee Bag Underwriter & Inserts

For details on underwriter option and approved inserts, email NewsAGO2016@gmail.com.

Purchase by: **5/1/2016**; Submit by: **5/15/2016**

UNIT	SPECIFICATIONS	RATE
Attendee Bag Underwriter	Submit logo for imprint on all attendee bags	\$12,000
Single Item Insert	<i>Examples:</i> brochure, CD, flyer	\$500

Camera-Ready Requirements

UNACCEPTABLE FILES

Do not supply web images, scanned business cards, scanned flyers or ads created in Microsoft Word. Microsoft Word files are only of value to us for the purposes of extracting text. Ads supplied complete as Word files will have to be reproduced or re-supplied in the appropriate applications. A fee is applicable if Keystone Resources is to build artwork and a quote will be sent prior to any work commencing. If acceptable artwork is not received by deadline, advertiser will be listed in a directory only.

REQUIRED DIGITAL FORMAT

Submit artwork as a flattened high-resolution PDF, TIFF or JPEG file. All ads must be provided in the proper size and format to be considered camera-ready.

RESOLUTION

300 dpi minimum for all digital files.

COLOR MODE

CMYK or Grayscale (no RGB or LAB).

FONTS must be embedded and outlined.

FULL PAGE BLEED LIVE AREA

Allow 0.25" safety from trim dimensions on all 4 sides of ad units.

NON-BLEED ads should be built to “TRIM” dimensions ensuring that all live matter is built to “NON-BLEED” (live area) dimensions.