



ARMA2010 Conference Guide

ARMA International 55th Annual Conference & Expo • Nov. 7-10, 2010
Moscone West Convention Center • San Francisco, CA

The Place to Be Seen!

Stand out from the crowd with a display advertisement in the **ARMA 2010 Conference Guide**. Everyone refers to the *Guide* for a listing of daily education sessions, schedules, and exhibitors, including a brief company profile, booth number, and map of the Expo floor. It is distributed onsite to all conference and expo attendees, an estimated 3,200 records and information management professionals.

Save 20% (includes 15% agency commission) on your *Conference & Expo Guide* placement by also advertising in the September/October issue of *Information Management* magazine increasing your exposure to 15,000.

DISPLAY ADVERTISING RATES

	B/W Gross Rate	4C Gross Rate	Live Area	Trim Size	Bleed Size
Inside Front	NA	\$ 4,173	4-1/2" x 8-1/4"	5-1/2" x 9-1/4"	6" x 9-3/4"
Inside Back Cover	NA	\$ 4,173	4-1/2" x 8-1/4"	5-1/2" x 9-1/4"	6" x 9-3/4"
Back Cover	NA	\$ 5,200	4-1/2" x 8-1/4"	5-1/2" x 9-1/4"	6" x 9-3/4"
Full Page	\$ 1,515	\$ 2,477	4-1/2" x 8-1/4"	5-1/2" x 9-1/4"	6" x 9-3/4"

Guaranteed position +10%

SPECIALTY ADVERTISING RATES

Logo Stopper: \$450

Size to fit in 2" x 1/2" area

Your company's full-color logo is featured next to your exhibitor profile. Advertiser supplies logo.

(See IBM sample.)

DEADLINES

Space Reservation: **September 1, 2010** • Materials Due: **September 8, 2010**

No cancellations accepted after September 8, 2010.



IBM Corporation 732

3565 Harbor Blvd.
Costa Mesa, CA 92626
800.345.3638; 714.327.4800
(International)

www.ibm.com/software/ecm/compliance

IBM ECM automates and streamlines all records-based activities, eliminates burdensome end-user participation, enforcing compliance and creating business advantage while reducing the cost of compliance and risk management through the delivery of an integrated, open platform that provides interoperability with the widest selection of IT systems, thereby reducing costs and improving efficiency.

SPECIAL OFFER: SAVE 20%!

Advertise in the September/October issue of *Information Management* magazine and **SAVE 20%** on your Conference Guide advertisement.

CALL TODAY!



CONTACT

Elizabeth Zlitni • 888.279.7378 • 913.217.6015 • Fax: 913.341.6823 • exposales@armaintl.org

ARMA International • 11880 College Blvd., Suite 450 • Overland Park, KS 66210



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ADVERTISER: _____

Contact name/authorization: _____

Address: _____

City: _____ State/Province: _____ ZIP/PC: _____

Phone: _____ Fax: _____

E-mail: _____

YES, I want to advertise in ARMA's Conference Guide!

Check size: _____ Full Page

Special placement: _____ Inside Front Cover _____ Inside Back Cover _____ Back Cover _____ Other

Logo stopper: _____ 4-Color

Cost per insertion:

Space rate	\$	_____
Logo stopper	\$	_____
_____	\$	_____
TOTAL	\$	_____

Payment

Advertisers and advertising agencies are jointly responsible for payment of all insertions. ARMA will invoice the advertiser or advertising agency upon receipt of insertion order and will send two copies of your ad as proof of insertion after publication. Payment to ARMA must be received within 30 days of invoice date. Accounts more than 60 days delinquent are prohibited from advertising in any ARMA publication until payment is received.

Payment options: (All payments are to be in U.S. funds.)

- Please invoice Check made payable to ARMA International
 Credit card: Visa MasterCard American Express Discover

Card #: _____ Expires: _____

Signature: _____

By signing below, you agree to follow all *Conference Guide* advertising conditions.

Advertiser Authorized Signature:

Title: _____ Date: _____

ARMA International Signature:

Title: _____ Date: _____

Mechanical specifications

- Halftones: Line screen 133 or 150
- Color ads: Advertiser must supply a high-resolution color proof of ad or is subject to no color responsibility on the part of ARMA International.
- Preferred materials: High-res PDF files are preferred. Digital files are acceptable and should be submitted as a Quark, Photoshop, or Illustrator file (Macintosh); fonts must be included. Files may be sent in any electronic medium or e-mailed upon notification to ARMA International. All bleeds exceed trim size (5-1/2" x 9-1/4") by 1/4" on all sides.
- Printing method: Offset press
- Camera-ready artwork required. ARMA International does not provide design services for advertisers.
- Logo Stopper:
For print: 300 dpi TIF or EPS image, size to fit in dimension 2" x 1/2".
For online listing: 72 dpi GIF image, size to fit in dimension 3" X 1.5".

Send contract and artwork to:

Elizabeth Zlitni

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+1 888.279.7378 • +1 913.217.6015 • Fax: +1 913.341.6823 • exposales@armaintl.org

General Conditions

Closing dates & insertions:

1. Insertion orders must arrive at ARMA International by September 1, 2010, or advertising will not be published for that issue. Verbal confirmations are not acceptable.
2. Artwork and ad materials must arrive at ARMA International no later than September 8, 2010.
3. The publisher reserves the right to determine ad placement, although every effort will be made to fulfill placement requests.
4. Artwork will be destroyed after 6 months unless specific written instructions are received indicating art is to be returned.
5. Subject matter, size, wording, illustration, and typography of all advertising is subject to publisher's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against the publisher.

Cancellations:

6. Cancellations must be received in writing; no cancellations or changes in insertion orders will be accepted after September 1, 2010. Any advertiser cancelling after September 1, 2010, must pay the full charge for space.

Payment:

7. Recognized agencies receive 15 percent commission only when invoices are paid within 30 days of receipt of invoice. NO EXCEPTIONS.
8. Advertisers and advertising agencies are jointly responsible for the payment of all insertions.
9. ARMA International will invoice the advertising agency or advertiser immediately after receipt of insertion order and will send two copies of the Conference Guide tearsheet as proof of insertion after publication.
10. Payment must be received within 30 days after the invoice date or service charges will be incurred.
11. The publisher reserves the right to require full payment in advance for companies with poor credit history.

Note: First-time advertisers should pre-pay either with their insertion order or prior to publication, unless they have an approved line of credit with ARMA International.

Delinquent accounts:

12. Accounts outstanding for 60 days or more will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 120 days will be referred to a collection agency.