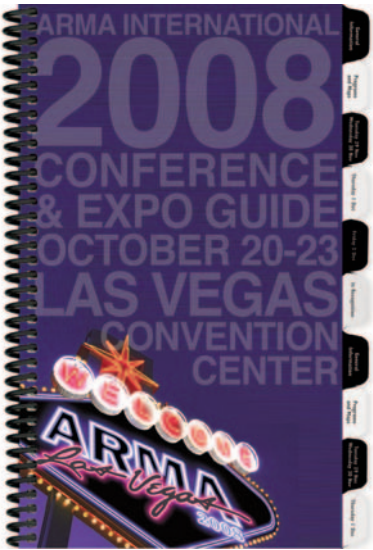


ARMA 2008 Conference & Expo Guide



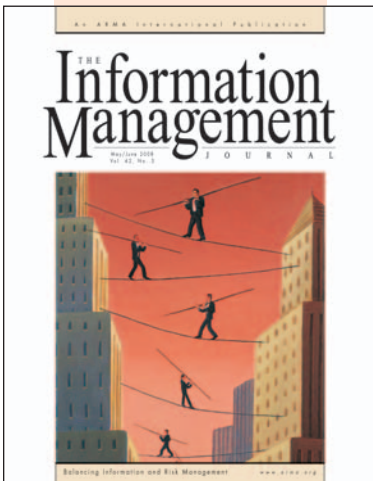
**ARMA International • 53rd Annual Conference & Expo • Oct. 20-23, 2008
Las Vegas Convention Center • Las Vegas, NV**

The Place to Be Seen!

Stand out from the crowd with a display advertisement in the **ARMA 2008 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 5,000 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 *The Information Management Journal*. This will increase your exposure to 21,000.

SPECIAL OFFER



Advertise in the
September/October issue of
*The Information Management
Journal* and

SAVE 20%
on your Expo Guide
advertisement.

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"
1/2 Page (horizontal).....	\$ 1,155	\$ 2,120	4-1/2" x 3-7/8"		
1/3 Page (horizontal).....	\$ 1,015	\$ 1,980	4-1/2" x 2-1/4"		

NEW! INFORMATIONAL TAB DIVIDERS

Your full-page ad printed on the tab dividers for each section. As attendees reference different sessions or daily activities, your ad will print on both sides, left or right side of the tab page.

	4C Gross Rate	Live Area	Trim Size	Bleed Size
2 page ad, Front & Back	\$ 4,100	4-1/2" x 8-1/4"	5-1/2" x 9-1/4"	6" x 9-3/4"
1 page ad, Right Hand Placement	\$ 2,600	4-1/2" x 8-1/4"	5-1/2" x 9-1/4"	6" x 9-3/4"
1 page ad, Left Hand Placement	\$ 2,820	4-1/2" x 8-1/4"	5-1/2" x 9-1/4"	6" x 9-3/4"

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.

DEADLINES

Space Reservation: **August 18, 2008**

Materials Due: **August 25, 2008**

No cancellations accepted after August 8, 2008.

CONTACT

Elizabeth Zlitni • 888.279.7378 • 913.217.6015 • Fax: 913.341.6823 • ezlitni@arma.org

ARMA International • 13725 W. 109th St., Suite 101 • Lenexa, KS 66215

CALL TODAY!

ARMA 2008 Conference & Expo Guide

ARMA International • 53rd Annual Conference & Expo • Oct. 20-23, 2008 • Las Vegas Convention Center • Las Vegas, NV

ADVERTISER: _____

Contact name/authorization: _____

Address: _____

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

Phone: _____ Fax: _____

E-mail: _____

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

Check size: _____ Full Page _____ 1/2 Page (horizontal) _____ 1/3 Page (horizontal)

NEW! Tab Ad: _____ 2-Sided Full Page _____ Right Hand Full Page _____ Left Hand 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 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 & Expo Guide* advertising conditions.

Advertiser Authorized Signature:

Title _____ Date: _____

ARMA International Signature:

Title _____ Date: _____

Send contract and artwork to:

Elizabeth Zlitni

ARMA International • 13725 W. 109th St., Suite 101 • Lenexa, KS 66215

888.279.7378 • 913.217.6015 • Fax: 913.341.6823 • ezlitni@arma.org

Commissions

Fifteen percent (15%) of gross billing ONLY to recognized advertising agencies on space when payment is received within 30 days of invoice date.

Payment

Advertisers and advertising agencies are jointly responsible for payment of all insertions. ARMA will invoice the advertiser or advertising agency immediately after publication and will send two copies of your ad as proof of insertion. 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.

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
- Alterations: Camera-ready artwork required. Advertisers will be billed for all production work at cost plus 20%.
- Logo Stopper: 300 dpi, size to fit in dimensions 2" x 1/2"

Contributions or gifts to ARMA International are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.

General Conditions

Closing dates & insertions:

1. Insertion orders must arrive at ARMA International by August 18, 2008, 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 August 25, 2008.
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 August 8, 2008. Any advertiser cancelling after August 8, 2008, must pay the full charge for space.

Payment:

7. Recognized agencies receive 15 percent commission only when invoices are paid within 30 days. 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 publication and will send two copies of the Expo Guide as proof of insertion.
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 turned over to a collection agency.