

# 2008 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	7" x 10"	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 USITT Conference & Stage Expo 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 that comprise the USITT Annual Conference & Stage Expo.

## MEMBER ADVANTAGE PROGRAM DISCOUNTS

USITT Contributing Members with four-time *TD&T* insertion agreements enjoy a 20% discount on Conference & Stage Expo Program advertising. USITT Sustaining Members with four-time *TD&T* insertion agreements receive a 15% discount on Conference & Stage Expo 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 **January 31, 2008**

## 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 22, 2008**

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## MATERIAL REQUIREMENTS

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

**Applications:** QuarkXpress or Adobe PageMaker. 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:** CMYK (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, CMYK (not RGB).

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

**Media:** CD, Zip disk or floppy sent to USITT Office OR e-mail attachment (max file size 8MB) sent to [michelle@office.usitt.org](mailto:michelle@office.usitt.org).

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

## 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. Commission: 15% to recognized agencies.
3. Cancellations: No cancellations accepted after order due date.
4. 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.
5. 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.
6. 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.
7. The sole obligation of USITT as to any failure or default on its part shall be limited to a refund of paid advertising charges.

## Art Work must be submitted by January 31, 2008

By mail:

USITT

Membership & Ad Sales Manager

315 South Crouse Avenue, Suite 200

Syracuse, NY 13210

OR

Via e-mail attachment (max file size 8MB) sent to [michelle@office.usitt.org](mailto:michelle@office.usitt.org)

## OTHER USITT ADVERTISING OPPORTUNITIES

To advertise in *TD&T* or the *Membership Directory*, please contact:

**Michelle L. Smith, USITT Membership & Ad Sales Manager**

Phone: 800-93USITT (800-938-7488) or 315-463-6463

Fax: 866-FXUSITT (866-398-7488) or 315-463-6525

Email: [michelle@office.usitt.org](mailto:michelle@office.usitt.org)