

## 2010 State Conference Advertising Information for Exhibitors

**As an Exhibitor, you will receive a 10% discount on the regular advertising costs. Your costs are reflected below!!!**

Ads are available in the following sizes. All advertisements are preferred in electronic format. Ads must also be submitted in one of the following sizes:

Ad Size	Total Dimensions	Cost	Exhibitor Cost
Business Card	3-1/2" x 2 "	\$125	\$112.50
1/4 page Vertical	3-3/4" x 5"	\$250	\$225
1/4 page Horizontal	5" x 3-3/4 "	\$250	\$225
1/2 page Vertical	3-3/4" 10"	\$375	\$337.50
1/2 page Horizontal	7-1/2" x 5"	\$375	\$337.50
Full Page	7-1/2" x 10"	\$500	\$450
Full Page - Full Color	7-1/2" x 10"	\$675	\$607.50

Ads **must** be submitted in one of the following formats (listed in order of desirability):

1. High resolution PDF (600 dpi or higher) – fonts should be embedded in the PDF
2. Adobe Illustrator EPS file, with all fonts converted to outlines.
3. Quark XPress file, including all fonts and graphics.
4. Adobe Photoshop TIFF or JPEG file, with a resolution of at least 300 dpi.
5. High resolution, camera-ready hard copy.

### NOTES:

For files over 5MB in size, please contact Greg Bachrach for further instruction.

**Important: All ads must be submitted electronically to [gbachrach@mcfi.net](mailto:gbachrach@mcfi.net) by July 23, 2010, in order to be placed in the conference program. The subject line must reference Wisconsin SHRM State Conference. Payment must be submitted on or before submitting the ad.**

**Remit Payment to: Wisconsin Council Society for Human Resources Management  
Box 88472  
Milwaukee, WI 53288-0472**

Please include registration ID on your check.

If you have additional questions about advertising requirements or instructions, please contact Greg .

Greg Bachrach

414-937-2134

[gbachrach@mcfi.net](mailto:gbachrach@mcfi.net)