

**EXPAND
YOUR HORIZONS**
A NEW ERA OF LEADERSHIP

CHICAGO 2008

INSERTION ORDER

6th Annual HBA Leadership Conference
Expand Your Horizons: A New Era of Leadership
November 6-7, 2008 Chicago, IL

Sixth Annual HBA Leadership Conference – Insertion Order

** FAX completed form to: HBA Office @ (973) 575-1445.

Ad Space:

Ad space closes on August 11, 2008 and final ad materials are due no later than September 15, 2008.

___ Full Page – Full Color	\$1,500
___ Half Page – Full Color	\$1,000
___ Quarter Page – Full Color	\$500

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel #: _____ Fax #: _____ E-mail: _____

Payment (Credit Card or Check): If paying by check, please make check payable to HBA and mail **with completed form** to: HBA Att: Leadership Conference, 373 Route 46 West, Bldg. E., Suite 215, Fairfield, NJ 07004, OR **FAX with credit card information** to 973-575-1445.

American Express _____ Visa _____ Master Card _____ Check _____ (please check one)

Credit Card #: _____ Exp. Date: _____

Name on card: _____ Signature: _____

Billing Address if different from above: _____

BE PART OF THE 2008 HBA LEADERSHIP CONFERENCE PROGRAM GUIDE

Take advantage of the opportunity to place an ad in the 2008 HBA Leadership Conference onsite program, that all conference attendees will receive.

Book Trim Size: 7" x 10"

Ad Sizes In Inches:

Ad Unit	Width	x	Height
Full page (image area)	6-1/4"	x	9-1/4"
Full page (bleed)	7-1/4"	x	10-1/4"
Half page horizontal	6-1/4"	x	4-1/2"
Half page vertical	3"	x	9-1/4"
Quarter page horizontal	6-1/4"	x	2-1/32"
Quarter page vertical	3"	x	4-1/2"

Electronic Files: Electronic files are preferred. (Film is no longer accepted.)

Media accepted: 100/250Mb Zip or CD-ROM. Label media with advertiser, contact person and phone number. MAC or PC formatted media accepted.

Please use only ZIP or SIT compression when needed.

Desktop File Formats: QuarkXPress, Illustrator EPS, Photoshop TIFF, Postscript, Adobe Acrobat Press PDF version 1.3 (Adobe PDF preferred).

Please convert your fonts to outlines when submitting an EPS. Be sure your PDF page size includes the bleed.

Proofs: Supply two (2) hardcopy proofs that match each supplied digital file (color laser print okay)—proofs and files must be provided at 100% size.

NOTE: Accuracy of file processing cannot be guaranteed unless hardcopy proofs are provided.

Film: Is NOT accepted.

Ad material corrections/services are estimated upon request.

Insertion Orders:

Please submit your insertion order to Leadership@hbanet.org or via fax to 973.575.1445

Send ad material to:

Annette von Brandis via email at avonbrandis@optonline.net, 917.533.9889

Send payment to:

HBA
373 Route 46 West, Bldg. E, Suite 215
Fairfield, NJ 07004

Frequency: Annually

Issue Date: November 6, 2008

PROGRAM ADVERTISING RATES

Full Page	Half Page	Quarter Page
\$1,500	\$1,000	\$500

Safety/Bleed Specifications:

Material intended to bleed must be furnished with a minimum of 1/8" image area beyond trim.

Color: Four Color process.

Event Sponsors: Please supply your logo artwork for onsite promotions as an Illustrator EPS file, all fonts converted to outline.

Additional Instructions:

- Build pages to trim size and extend bleed beyond page edge
- Use stylized fonts and do not apply style attributes to basic fonts
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Include all images/scans, logos/artwork, fonts (font suitcase with printer & screen font)
- Please use only TIF or EPS formats. Convert JPG and GIF files to 300 dpi Color/Grayscale
- Avoid using word processing clip art (MS Office, Wordperfect, etc.)
- Do not nest EPS files in other EPS files
- All images/scans must be in color/grayscale
- Do not use graphics you have saved from Web pages.
- Font information should include manufacturer, font name and version
- Supply Quark "Collect for Output" or similar reports
- Third party fonts are not accepted (no Truetype fonts, etc.)
- Supply single pages, not spreads
- Single page image area should be no more than trim plus bleed

Ad Closing Date: September 15, 2008

Material/Payment Closing Date: September 15, 2008

To place your order:

- Complete the insertion order and submit by August 11, 2008
- Forward payment by September 15, 2008
- All ad materials are due by September 15, 2008
- All ads are subject to acceptance by the HBA
- For additional questions call the HBA Office at 973-575-0606