

# ICE Conference 2011 Advertising Information

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ICE will accept advertising in our Program Book. This is a great opportunity for your company to get its name out to Illinois educators. This book is given to all attendees and is sent out to schools as requested after the conference. They serve as a good source of information after the conference when looking for companies supplying a particular product. Below is the cost for advertising, as well as specifications for your ad. If you have any questions, please email the ICE office at [sartay@iceberg.org](mailto:sartay@iceberg.org).

**Advertising Fees:**

| Publication  | 4/Color Ads | Full Page | Half Page | Quarter Page | Bus. Card |
|--------------|-------------|-----------|-----------|--------------|-----------|
| Program Book | 4/Color Ad  | \$1250    | \$750     | \$500        | \$350     |

**Ad Specifications:**

1. All advertising must be submitted electronically by January 8, 2010 to **Jennifer Shilt at [jen@jsgdgraphicdesign.com](mailto:jen@jsgdgraphicdesign.com)**. Preferred format is an *Adobe Acrobat* file. Save as "pdf/x-1A" if possible. Other formats accepted are *QuarkXpress 6.1* or *Adobe Illustrator CS2—Mac versions ONLY*.
2. *QuarkXpress 6.1* or *Adobe Illustrator CS2* documents MUST include all elements used in the ad:
  - All fonts, both printer and screen fonts
  - All graphics and linked images
  - Include all hi-res images (300 dpi) – convert color images from RGB to CMYK
  - *Adobe Photoshop* files must include layered .psd file **and** the flattened .eps file
3. Build pages to the page trim size:
  - Full page: 7.5" x 10.0"
  - 1/2 page horizontal: 7.5" x 4.5"
  - 1/2 page vertical: 3.5" x 9.0"
  - 1/4 page horizontal: 3.5" x 4.5"
  - Business Card: 3.5" x 2"

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Please complete lower portion of this form and mail it to the ICE Office along with the appropriate check amount.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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TOTAL DUE: \_\_\_\_\_

Please make checks payable to "Illinois Computing Educators" and mail to:

Illinois Computing Educators  
Attn: Sara Taylor  
777 W. Army Trail Blvd.  
Addison, IL 60101