

ICE Conference 2012 Advertising Information

ICE will accept advertising in our Conference Publications. 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 or learning about 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.

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 6, 2012 to **Jennifer Shilt at 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"

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

Company Name: _____

Contact Name: _____

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

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

Or call 630-628-1088 to have your credit card charged. We need the card type (Visa, MC, or AMEX), name on the card, and expiration date.