



**AD IN GUIDE** (Subject to availability)

Full-page, 4-color, Sponsor-provided ad in the Conference Guide.

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|--------------------------------|----------------|
| <b>Outside Back Cover.....</b> | <b>\$4,000</b> |
| <b>Inside Front Cover.....</b> | <b>\$3,500</b> |
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**AD SPECIFICATIONS/ACCEPTABLE FILE FORMATS:**

- Trim size: 5" Wide x 7" High
- Full page, live area: 4" Wide x 6" High
- Full page, bleed: 5 ¼" Wide x 7 ¼" High

**ELECTRONIC AD FILE SUBMISSION:**

- Software: QuarkXPress (up to Version 9), InDesign (up to Version CC).
- Illustrator (up to Version CC), Photoshop (up to Version CC).
- High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded, .125" bleeds and crop marks to show finished size are also acceptable.
- Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

**DEADLINES AND SUBMISSION INSTRUCTIONS:**

Submit your low resolution PDF to the link below by **August 14<sup>th</sup>, 2015**.

<https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm>

Once IBM approval has been received, submit your high-resolution file to the link below by **September 4<sup>th</sup>, 2015**.

<https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm>



## FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon ([aramon@us.ibm.com](mailto:aramon@us.ibm.com), 510-769-5606) or Bob Melton ([bmelton@us.ibm.com](mailto:bmelton@us.ibm.com), 770-804-1162)

If your promotion is already purchased and you have questions, please send an email to [InsightFulfillment@gpj.com](mailto:InsightFulfillment@gpj.com).