

**Advertisement in InterConnectTODAY Daily Newspaper** (Subject to availability)  
(Monday, Tuesday OR Wednesday)

**Large - \$2,500**

**5.33" Wide x 7.5" High (32 Picas Wide x 45 Picas High)**

**Large Bundle Pack**

(Includes all three days)

- Same Ad **\$6,750** (10% savings)
- Different Ad **\$7,125** (5% savings)

**Medium - \$2,000**

**5.33" Wide x 4" High (32 Picas Wide x 24 Picas High)**

**Medium Bundle Pack**

(Includes all three days)

- Same Ad **\$5,400** (10% savings)
- Different Ad **\$5,700** (5% savings)

**Small - \$1,500**

**2.5" Wide x 4" High (15 Picas Wide x 24 Picas High)**

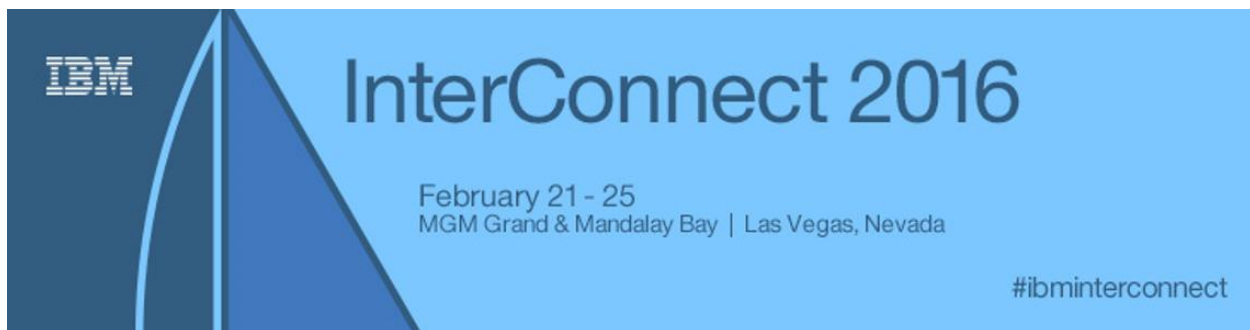
**Small Bundle Pack**

(Includes all three days)

- Same Ad **\$4,050** (10% savings)
- Different Ad **\$4,275** (5% savings)

**ELECTRONIC AD FILE SUBMISSION:**

- Software: QuarkXPress (up to Version 9), InDesign (up to Version CC). Please include all images, fonts and miscellaneous linked files as well as a PDF for reference
- Illustrator (up to Version CC), Photoshop (up to Version CC). Please include all images, fonts and miscellaneous linked files as well as a PDF for reference



- High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) are also acceptable. When sending your ad in PDF format, all images within your ad must be 300 dpi, CMYK and must be embedded. All fonts must be converted to outlines.

## **DEADLINES AND SUBMISSION INSTRUCTIONS:**

Please submit only a low-resolution PDF version of your ad to <https://www-950.ibm.com/events/www/interconnect/ic16expo.nsf/exspcode> for IBM approval by **January 8<sup>th</sup>, 2016.**

Once IBM approval has been received, submit your high-resolution file to <https://www-950.ibm.com/events/www/interconnect/ic16expo.nsf/exspcode> by **January 22<sup>nd</sup>, 2016.**

## **FOR MORE INFORMATION:**

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

If your promotion is already purchased and you have questions, please send an email to [InterConnect2016@gpj.com](mailto:InterConnect2016@gpj.com).



# InterConnect 2016

February 21 - 25  
MGM Grand & Mandalay Bay | Las Vegas, Nevada

#ibminterconnect

## Ad Layout Sample

### Ad Layout Samples

- Small: 2.5" Wide x 4" High (15 Picas Wide x 24 Picas High)
- Medium: 5.33" Wide x 4" High (32 Picas Wide x 24 Picas High)
- Large: 5.33" Wide x 7.5" High (32 Picas Wide x 45 Picas High)

The diagram illustrates the placement of three different ad sizes on a sample page titled "InterConnect TODAY". The page width is marked as 12.5" and the height as 22".

- Large Ad:** A large rectangular area on the right side of the page, labeled "Large Ad".
- Medium Ad:** A medium-sized rectangular area on the bottom left of the page, labeled "Medium Ad".
- Small Ad:** Two small rectangular areas on the bottom right of the page, labeled "Small Ad".

The background of the diagram is a sample of the "InterConnect TODAY" session listings page, showing a table of sessions for Monday, February 22. The table includes columns for session number, title, speaker, and time. The page also features a header with the IBM logo and the event name, and a footer with contact information.

### For More Information:

If you have any questions after your sponsorship is secured, please contact Julie DuFour  
([jdufour@us.ibm.com](mailto:jdufour@us.ibm.com), 702-629-4029).