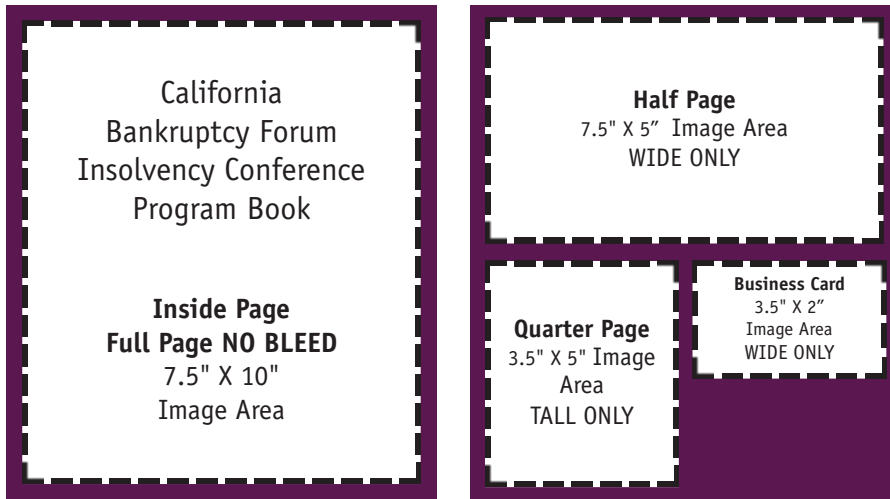


CBF Program Book Advertising Rates & Specifications

The program will contain all the information Conference attendees need to participate in the weekends activities. All schedules, maps, seminar topics, meeting locations and more will be included in the 80-plus page booklet. Program books are distributed free to all attendees.



Ad Specs

	Black & White NO BLEED	Four Color NO BLEED <i>Except for Cover Ads</i>
Full Page	7.5 X 10" \$1,300	7.5 X 10" \$1750
Half Page Wide Only NO Bleed	7.5" X 5" \$700	7.5" X 5" \$1200
Quarter Page Tall Only NO Bleed	3.625" X 5" \$400	Not Available
Business Card Wide Only	3.5" X 2" \$300	Not Available

GENERAL POLICIES:

- The Forum reserves the right to refuse any ad it deems inappropriate.

MECHANICAL SPECIFICATIONS

- Digital ad submissions from either Macintosh or PC platforms should be created in QuarkXpress, Adobe Acrobat, Adobe Photoshop, Adobe InDesign or Adobe Illustrator. Please note, we cannot accept PC fonts (non-postscript fonts) as the program is produced on the Macintosh platform. No TrueType fonts.
 - Include all support files on the disk, including fonts and digital artwork or scans.
 - If font files cannot be included, all text must be converted to paths.
 - All ads and artwork contained must be in CYMK or black and white mode in PDF, TIFF or EPS format, and at a resolution of at least 300 dpi. Line art should be saved at least at 600 dpi. Artwork submitted at lower resolutions cannot be used. **Artwork obtained from the web will not be accepted, as it is only 72dpi.** CBF will not be responsible for print errors due to low resolution or improper color format or wrong size ads in submitted files.
 - Ads submitted digitally must be built in these applications or later versions: Adobe Acrobat 8, QuarkXpress 7, (CS4) Adobe Photoshop 10, InDesign or Illustrator 11.0 or later.
Please do not submit digital files built in Pagemaker, CorelDraw, Photodeluxe, Freehand or Microsoft Publisher or Word. If you are using unsupported applications we suggest you submit your ad as a flattened PDF, TIFF or EPS.
 - **We prefer ads to be saved as high resolution PDF files.**
 - Ads should be submitted on CD or preferably emailed to TSpangler@jbsassociates.ws.
 - All elements should be within the borders of your document layout.
 - Be sure document layout page size matches the ad sizes listed above.
 - Previously printed material, photo copies, etc. are not acceptable.
- ANY MODIFICATIONS TO FURNISHED MATERIALS WILL INCUR ADDITIONAL CHARGES.

E-MAILING FILES:

- Send digital files via email only if ad is less than 10 megabytes in size.

DEADLINE FOR SPACE RESERVATION: March 1, 2012

DEADLINE FOR DIGITAL ARTWORK: March 15, 2012

FEES FOR TYPESETTING/ART PRODUCTION:

- **Simple** announcement-style ads are \$100 each. Production work to create color ads or to change copy will be charged at a rate of \$75 per hour, with a \$75 minimum. Call for bid on art production costs. Make artwork production checks payable to: Susie Forbes Design Co.

PAYMENT:

- Terms are payment in advance of the conference for all services: typesetting, art production, advertising space. Invoices will be mailed for space and requested art production services.

Make ad space checks payable to: California Bankruptcy Forum.
Make graphic design checks payable to: Susie Forbes Design Co.

Space Reservations : California Bankruptcy Forum
954 La Mirada St.
Laguna Beach, CA 92651-3751
Phone : (949) 497-3673 ext. 200
Fax : (949) 497-2623
Email art to : TSpangler@jbsassociates.ws

Program Book Co-Chairs

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CBF Program Book Advertising Contract

24th Annual Insolvency Conference May 18-20, 2012

THE WESTIN
MISSION HILLS
RESORT & SPA
RANCHO MIRAGE

Name of Advertiser: _____
(As you would like listed in the advertising index.)

Complete Name: (PLEASE PRINT CLEARLY)

NAME _____

PHONE _____ FAX _____ EMAIL _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

Artwork/Marketing Contact:

Name: _____

Email: _____ Tel: _____

BILLING INFORMATION Check Send Invoice Credit Card
 Check type of Credit Card: Visa MasterCard American Express

Credit Card Number _____ (Card Number-Please print clearly) _____ Expiration date _____ SEC (AMEX Only) _____

Name of Cardholder _____ Billing Address _____ Billing Zip Code _____

Check box to reserve the following ad size:

- Full Page – Four Color: \$1,750
 - Full Page – Black and White: \$1,300
 - Half Page – Wide Only – Four Color: \$1,200
 - Half Page – Wide Only – Black and White: \$700
 - Quarter Page – Tall Only: \$400
 - Business Card – Wide Only: \$300 (send business card via pdf)
 - Thank you, but I am not interested
- Art:
- Will send new artwork
 - Use same artwork as 2011
 - Use same artwork as 2011 but charge me to make small changes

**DEADLINE FOR SPACE RESERVATION:
MARCH 1, 2012**

**DEADLINE FOR DIGITAL ARTWORK:
MARCH 15, 2012**

Premium Advertising:
 Inside front, inside back and outside back covers are offered to prior advertisers on first right of renewal. Contact JBS & Associates if you are interested in these placements should they become available. Premium pricing.

Fax to JBS & Associates at (949) 497-2623 | Questions? Toni Spangler (949) 497-3673 ext. 200
 Email program book reservation to: tspangler@jbsassociates.ws
 (Once you have returned your space reservation, an invoice will be mailed to you.)