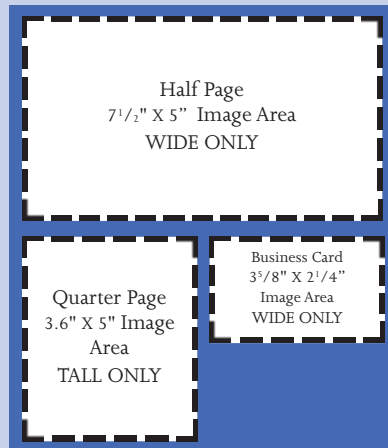
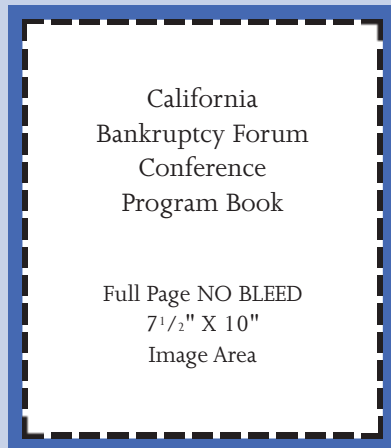


# Program Book Advertising Rates & Specifications

## 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
Full Page	7 1/2" X 10" \$1,300	Except for Cover Ads 7 1/2" X 10" \$1750
Half Page Wide Only NO Bleed	7 1/2" X 5" \$700	7 1/2" X 5" \$1200
Quarter Page Tall Only NO Bleed	3 1/2" X 5" \$400	Not Available
Business Card Wide Only	3 5/8" X 2 1/4" \$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/IBM platforms should be created in QuarkXPress, Adobe Photoshop or Adobe Illustrator. Please note, we cannot accept IBM 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.** We cannot 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 8.0, QuarkXpress 7.3, Adobe Photoshop 10, or Adobe Illustrator 11.0 or later. **Please do not submit digital files built in InDesign, 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.
- Ads should be submitted on CD or preferably emailed to TSpangler@jbsassociates.ws.
- We prefer ads to be saved as high resolution PDF files.
- All elements should be within the borders of your document layout.
- Be sure document layout page size matches the ad sizes listed above.

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. Previously printed material, photo copies, etc. are not acceptable

**DEADLINE FOR SPACE RESERVATION: March 3, 2010**

**DEADLINE FOR DIGITAL ARTWORK: March 17, 2010**

### 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 \$100 per hour, with a \$100 minimum. Call for bid on art production costs. Make artwork production checks payable to: **California Bankruptcy Forum**

### 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 checks payable to: California Bankruptcy Forum.

**Space Reservations :** California Bankruptcy Forum  
954 La Mirada St.  
Laguna Beach, CA 92651-3751  
**Office Hours :** 9:00 am - 5:00 pm  
**Phone :** (949) 497-3673 ext. 200  
**Fax :** (949) 497-2623  
**eMail art to :** TSpangler@jbsassociates.ws or JBSAssociates@earthlink.net

# Program Book Space Registration

**REGISTER EARLY**  
Fax this form to (949) 497-2623

## Insolvency Conference

Presented by California Bankruptcy Forum

May 21-23, 2010  
Hyatt Regency Monterey  
Monterey, California

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

Contact Person Information: (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Invoice Mailing Address \_\_\_\_\_  
Street address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Artwork/Marketing Contact:

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

Email: \_\_\_\_\_

Tel: \_\_\_\_\_

### BILLING INFORMATION

Check type of Credit Card:  Visa  MasterCard  American Express

Credit Card Number \_\_\_\_\_  
(Card Number-Please print clearly) Expiration date Security Code on Back Billing Zip Code

Name of Cardholder \_\_\_\_\_

Please 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 two business cards)
- Thank you, but I am not interested

Art:

- We will send new artwork
- Use same artwork as 2009
- Use same artwork as 2009 but charge me to make small changes

#### Covers:

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.

**DEADLINE FOR SPACE RESERVATION:**  
**MARCH 3, 2010**

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