

Reach **100%** of All **MACNA 2014** **Conference Attendees**

*2,500 Official Program Books
in Every Welcome Kit*



Rates & Data

Issue Date: **August 29th**

Space Reservation Deadline: **July 9th**

Final Materials Due Date: **July 16th**

AD SIZES

Spread	\$1,750
---------------	----------------

Full Page	\$1,000
------------------	----------------

1/2 Page	\$600
-----------------	--------------

1/4 Page	\$300
-----------------	--------------

1/4 Page (Showcase)	\$250
----------------------------	--------------

COVERS

Cover 2 (Inside Front)	\$2,250
-------------------------------	----------------

Cover 3 (Inside Back)	\$2,250
------------------------------	----------------

BLEED & COLOR:

Four-color (process): No charge.

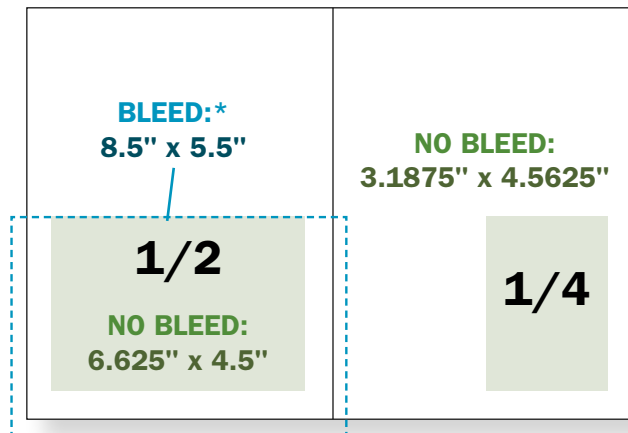
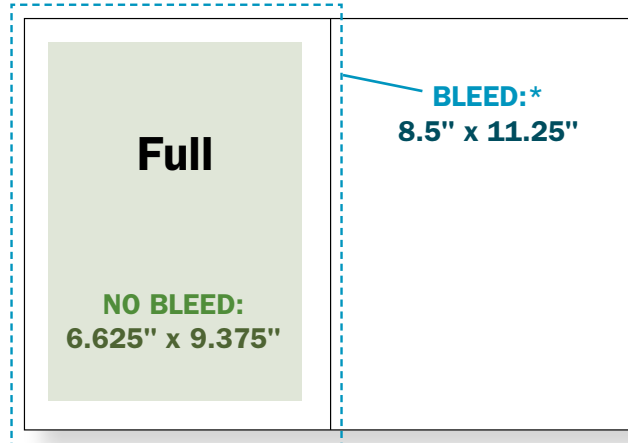
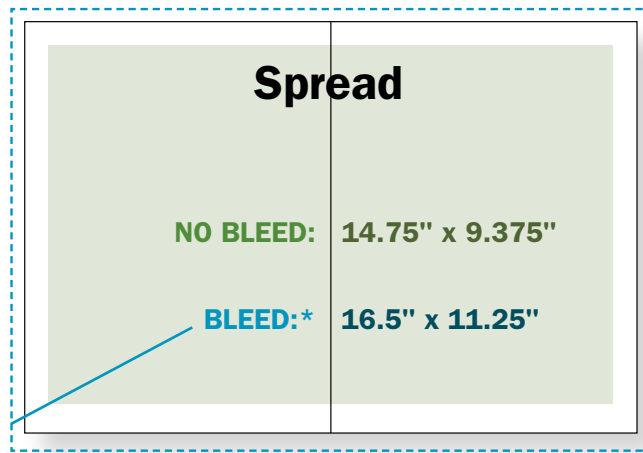
Bleeds: No charge. (Not available on 1/4 Page spaces.)

TRIM SIZE: **8" x 10.75"**

BINDING: **Saddle-Stitch**

PRINTING: **4-Color Web Offset, printing by Dartmouth Printing Company, Hanover, New Hampshire, USA**

*No content within 3/4" from dotted blue line (bleed size)



Reserve space today: Contact us!

James Lawrence, Publisher:

e: James.Lawrence@reef2rainforest.com | p: 802.985.9977 Ext. 7

Material Specs

FILE FORMATS:

PDF/X-1a files or Macintosh InDesign CS files are preferred.

Press-quality color proofs at 100% required for press match.

Do NOT send low-resolution PDFs or Illustrator PDFs. For tips on creating PDF/X-1a files, visit www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPeg or GIF files, please). Send all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All grayscale/color images must be at least 300 dpi; line art at 1200 DPI. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept True Type fonts. DO NOT nest EPS files within EPS files! **Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.**

All colors must be in CMYK format: no RGB, Pantone or spot colors. SWOP standards apply. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Files are NOT to be trapped or prescreened.

Note: Please make sure all white type is set to K.O. Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:

E-MAIL:

- Ads (no larger than 10 megabytes) can be e-mailed to: james.lawrence@reef2rainforest.com
- Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

SENDING US LARGE FILES:

- **Go** to **www.WeTransfer.com**
- **Click** Add Files
- **Select** The file you wish to send from your hard drive
- **Enter** "Friend's email": james.lawrence@reef2rainforest.com
- **Enter** "Your email"
- **Add** A "Message" if you wish
- **Click** "Transfer"

Terms & Conditions

ADVERTISING CONDITIONS:

By submitting advertising materials to the Publisher, the Advertiser agrees to the following conditions:

- A.** All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. The Publisher reserves the right to insert the word "advertisement" above or below any copy.
- B.** Advertisers may not cancel orders for, or make changes to, advertising after the closing dates, unless approved by the Publisher.
- C.** The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- D.** Advertisements received after closing date will not have the privilege of approval or revision by the advertiser or its agency, unless arranged with the Publisher.
- E.** All advertising is Published upon the understanding that the Advertiser and its agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- F.** The liability of the Publisher for any error for which the Publisher may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher. All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) that prevent the Publisher from partially or completely producing, publishing or distributing *the MACNA XXVII Program Book*.

PAYMENT TERMS:

1. All Advertisers will prepay their ad placement, unless other arrangements are made with the Publisher.

2. Payments should be made to:
Reef to Rainforest Media, LLC
PO BOX 490
Shelburne, VT 05482

Payment may be made by company check, credit card, or PayPal:

PayPal pay to:
orders@reef2rainforest.com

3. International Wire Payments
Contact us for payment instructions.

QUESTIONS?

Any questions regarding payment can be directed to Judy Billard, Business Manager:

judy.billard@reef2rainforest.com
(802) 985-9977 x 3.

CREDITS

Published by **Reef to Rainforest Media, LLC**
for
CORAL,
Colorado Organization for Reef & Aquatic Life
A Colorado Non-Profit Corporation
9139 Princeton Street
Highlands Ranch, CO 80130

Reserve space today: Contact us!

James Lawrence, Publisher:

e: James.Lawrence@reef2rainforest.com | p: 802.985.9977 Ext. 7

**YOUR
QUARTER PAGE
AD HERE:**

3.1875"w x 4.5625"h

**YOUR
QUARTER PAGE
AD HERE:**

3.1875"w x 4.5625"h



**YOUR
QUARTER PAGE
AD HERE:**

3.1875"w x 4.5625"h

**YOUR
QUARTER PAGE
AD HERE:**

3.1875"w x 4.5625"h

Do you have trouble getting it up?

pH shouldn't be a delicate subject, so we make it easy for you. Our new buffer for marine and reef aquariums, pH-Balance™, is guaranteed to improve hardness, won't overshoot the pH, and it will help you get it up and keep it up.

Try it at home, in the office, in the living room, on the kitchen counter... any place you keep your aquarium. Because, as you know, with the right chemistry you can be satisfied every time.



**YOUR
QUARTER PAGE
AD HERE:**

3.1875"w x 4.5625"h

**YOUR
QUARTER PAGE
AD HERE:**

3.1875"w x 4.5625"h