

Advertising Contract

AAMI 2012 Final Program Mailer

AAMI 2012 Onsite Conference Program Book

(AAMI 2012 Conference & Expo, June 2-4, Charlotte, NC)

Sign up for both publications by
January 17th and save 10%!

Company Information

Contact _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Advertising Options

AAMI 2012 Final Program Mailer¹

Size/Position	B&W	4-Color
<input type="checkbox"/> Half page Horizontal	\$675	\$810
<input type="checkbox"/> Half page Vertical	\$675	\$810
<input type="checkbox"/> Quarter page	\$350	\$420

AAMI 2012 Onsite Conference Program Book²

Size/Position	B&W	2-Color	4-Color
<input type="checkbox"/> Back Cover (SOLD)	—	—	\$1,700
<input type="checkbox"/> Inside Back Cover (SOLD)	—	—	\$1,500
<input type="checkbox"/> Full page	\$1,000	\$1,200	—
<input type="checkbox"/> Half page Horizontal	\$675	\$810	—
<input type="checkbox"/> Half page Vertical	\$675	\$810	—
<input type="checkbox"/> Quarter page	\$350	\$420	—

Subtotal \$ _____

10% Discount (if advertising in both publications)..... \$ _____

Total³ \$ _____

¹ Advertising in AAMI 2012 Final Program Mailer is available only to AAMI 2012 exhibitors.

² Rates indicated for AAMI 2012 Onsite Conference Program Book are for AAMI 2012 exhibitors. Non-exhibitors should call for ad rates.

³ Payment in full must accompany this contract.

Deadlines

January 17, 2012	Reservations due for <i>Final Program Mailer</i>
January 30, 2012	Art due for <i>Final Program Mailer</i>
April 4, 2012	Reservations due for <i>Onsite Conference Program Book</i>
April 13, 2012	Art due for <i>Onsite Conference Program Book</i>

Payment Method

Total Amount Due \$ _____

Check or money order enclosed (in U.S. funds payable on a U.S. bank, minus all bank fees)

Charge my: VISA MasterCard AMEX

Card # _____ Exp. Date _____

Signature _____

Cardholder's name _____

Cancellations for the AAMI 2012 Final Program Mailer are not refundable. Cancellations for the AAMI 2012 Onsite Program Book are refundable, subject to a 30% cancellation fee, if received by March 2, 2012, and are not refundable thereafter.

Where to Send this Form

Via Mail, Fax or Email:

AAMI 2012 Exhibit Management
4301 North Fairfax Drive, Suite 301, Arlington, VA 22203-1633
Fax: +1-856-494-1660
Email: vcummins@aami.org

Where to Send Art

Via Mail or Email:

AAMI 2012 Exhibit Management
4301 North Fairfax Drive, Suite 301, Arlington, VA 22203-1633
Email: vcummins@aami.org

Via FTP (Please email vcummins@aami.org after uploading):

Host: ftp.aami.org
User: AAMI-FTP
Password (case sensitive): instrumentation*8
Folder: AAMI Conference & Expo

Specifications

Dimensions:	Width x Height
Full Page (<i>Onsite Conference Program Book only</i>):	7-3/8" x 9-7/8"
Half Page Horizontal:	7-3/8" x 4-3/4"
Half Page Vertical:	3-1/2" x 9-7/8"
Quarter Page:	3-1/2" x 4-3/4"

For full-page bleed ads, trim size is 8-3/8" wide x 10-7/8" high, live matter must be at least 1/4" away from trim edges, and bleeds must extend 1/4" beyond trim edges.

Art for 2-color ads must be a duotone Photoshop, EPS, or PDF, with 2 spot-color separations. The 2 colors are black and Pantone 201.

All art must be at least 300 dots per inch at final image size and must be a composite picture or image file (TIF, EPS, PDF, or JPG).

All advertisements and artwork must be approved by AAMI.

If you have any questions, contact Vicki Cummins
at 888-777-6956 or vcummins@aami.org