



Advertising Insertion Order

Advertiser Information

ADVERTISER

CONTACT NAME

BILLING ADDRESS

CONTACT PHONE

CITY

STATE

ZIP

CONTACT EMAIL

Insertion Information

Program Book - See specifications on page 2.

DESCRIPTION	COST
<input type="checkbox"/> Back Cover	\$15,000 SOLD
<input type="checkbox"/> Inside Front Cover	\$13,000 SOLD
<input type="checkbox"/> Inside Back Cover	\$13,000 SOLD

All placements below are run of book

DESCRIPTION	COST	QUANTITY
<input type="checkbox"/> Full Page Four Color	\$7,500	
<input type="checkbox"/> Full Page B & W	\$4,500	
<input type="checkbox"/> ½ Page B & W	\$3,500	
<input type="checkbox"/> ¼ Page B & W	\$1,900	

Deadline for Insertion Order: 9/15/2017
Deadline for art materials: 9/29/2017

Media Wall - See specifications on page 3.

Included in 6 - 10 minute loop.

- ☐ 60 second spot - \$2,000 per day
☐ 30 second spot - \$1,400 per day
☐ 15 second spot - \$800 per day
☐ Saturday ☐ Sunday ☐ Monday

Deadline for Insertion Order: see specs on page 3
Deadline for art materials: see specs on page 3

Space is limited for the Program Book and Media Wall and may sell out before the deadline.

Payment Information (payment in U.S. dollars)

Ad Type	Total
Program Book Ad	
Program Book Ad	
Media Wall: \$ _____ x _____ = AMOUNT PER SPOT NUMBER OF DAYS	
Total Payment Due	

NOTE: All advertisements must be approved by AES;
please allow three - five business days.

- ☐ Check enclosed ☐ Send invoice

Please charge my credit card:

- ☐ American Express ☐ MasterCard ☐ VISA

CARDHOLDER NAME

CARD NUMBER

EXPIRATION DATE

AMOUNT (in U.S. Dollars)

CARDHOLDER SIGNATURE

As an authorized representative of _____, I confirm that _____
agrees to the pay for the advertisements ordered above and to provide materials per the deadlines and specifications
provided on pages two and three of this Insertion Order.

SIGNATURE:
DATE:

Return completed form to Susan Oliver at soliver@aesnet.org or AES, 135 South LaSalle Street, Suite 2850, Chicago, IL 60603.



Advertising Specifications

APPLICATION SPECS

We accept files from these applications:

QuarkXPress/Indesign: Include Quark/Indesign document along with all fonts and links/images.

Adobe Photoshop: High resolution flattened tiffs, jpegs and pdfs.

Adobe Illustrator: Convert all fonts to outlines and embed all images.

Adobe Acrobat: Create PDF at highest quality possible and embed all fonts.

We cannot accept Microsoft Publisher, MS Word or Powerpoint files as final art.

FILE SPECS:

- Files may be submitted by email to: soliver@AESnet.org. For large files, please post to Dropbox or similar file sharing site and send link.
- Color ads should be submitted as CMYK files and grayscale ads should use the grayscale mode.
- Include all necessary fonts, including fonts for placed EPS images. Do not use font style attributes (i.e. bold, italic, etc), use actual stylized typeface.
- Images must be 300 dpi, CMYK and placed at 100% in layout.
- Include 1/8" bleed on all sides of ad if any color bleeds off side.
- Keep all important information at least 1/4" from trim.

DEADLINES

Reservation Deadline: September 15, 2017

Materials Due: September 29, 2017

INSERTION ORDER

Please submit insertion orders to:

Susan Oliver

By email: soliver@aesnet.org

By mail: AES, 135 South LaSalle Street, Suite 2850
Chicago, IL 60603

FULL PAGE AD COLOR OR BLACK & WHITE

Trim: 8.5 x 11

Bleed: 8.75 x 11.25

Live: 7.5 x 10

HALF PAGE AD BLACK & WHITE ONLY

Trim Size: 7.5 x 4.5

No bleed allowed

QUARTER PAGE AD BLACK & WHITE ONLY

Trim Size: 3.5 x 4.5

No bleed allowed

Advertisements must be approved prior to submitting final artwork by Susan Oliver at soliver@aesnet.org. Please allow three – five business days for approval.



Media Wall Ad Specifications

GENERAL INFORMATION

The media wall is provided by neoPromo Media, a vendor contracted by AES. neoPromo can accept fully produced videos from advertisers or it can create video using assets (pictures, video and script) from the advertiser.

Advertisements will run in a continuous loop (maximum 10 minutes) at all times that the Exhibit Hall is open. The Media Wall is fully video enabled, but AES requests that advertisers do not rely on audio for their advertisement. The sound will not be turned on so the noise and repetition does not create an unpleasant environment for exhibits and other activities happening around the wall.

The screen is 20 feet wide and 5 feet high for a total of 100 square feet. The location, subject to change, is expected to be at the front of the Exhibit Hall in a prominent location.

VIDEO FILE SPECIFICATIONS

1296 pixels wide by 324 pixels tall .AVI file

DEADLINES

For content prepared by neoPromo using assets provided by the advertiser, please submit this signed Insertion Order with payment by **November 1, 2017**. Assets such as pictures, videos, script to neoPromo must be received on or before **November 2, 2017**. Asset submission information to be provided.

For ready-to-run content that is in-specs prepared by the advertiser, this signed Insertion Order with payment must be received by AES by **November 18, 2017**. Content must be submitted to neoPromo on or before **November 24, 2017**.

Advertisements must be approved prior to submitting final artwork by Susan Oliver at soliver@aesnet.org. Please allow three – five business days for approval.

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