Exclusive room delivery of Official Publication

- The only publication delivered to core attendee hotel rooms
- You’ll reach all 5,000+ attendees through a comprehensive program of guest room delivery and strategically placed convention center distribution points
- Your ad will appear in all three editions: Sunday, Monday and Tuesday

AD SIZE | RATES (GROSS)
--- | ---
TWO-PAGE SPREAD | $22,430
½ HORIZONTAL SPREAD | $15,980
TABLOID PAGE | $14,620
½ HORIZONTAL | $11,540
JR. TABLOID PAGE | $11,540
COVER IV | $16,880
COVER II | $16,065
BELLYBAND (ONE DAY RATE) | $15,485

DEADLINES:
SPACE: May 29, 2020
MATERIALS: June 5, 2020

TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL INDUSTRYPARTNERRELATIONS@ASAECENTER.ORG, OR CALL 202-626-2889.
# Ad Specs

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SIZE</th>
<th>BLEED</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>tabloid page</td>
<td>9.5&quot; x 13&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>tabloid page bleed</td>
<td>10.5&quot; x 14&quot;</td>
<td>11&quot; x 14.5&quot;</td>
<td>9.75&quot; x 13.25&quot;</td>
</tr>
<tr>
<td>tabloid spread</td>
<td>19.75&quot; x 13&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>tabloid spread bleed</td>
<td>21&quot; x 14&quot;</td>
<td>21.5&quot; x 14.5&quot;</td>
<td>20.25&quot; x 13.25&quot;</td>
</tr>
<tr>
<td>junior page</td>
<td>7&quot; x 9.5&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>9.5&quot; x 6.125&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 horizontal spread bleed</td>
<td>21&quot; x 6.875&quot;</td>
<td>21.5&quot; x 7.125&quot;</td>
<td>20.25&quot; x 6.5&quot;</td>
</tr>
</tbody>
</table>

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**BLEED:**

the area .25" beyond the trim size which will be trimmed off.

**LIVE AREA:**

the area .375" inside the trim size which is guaranteed not to be trimmed off.

**TRIM:**

the final size of the page (10.5" x 14").

**GUTTER:**

the area inside the spread which may not be readable.

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**Ad Submission**

We accept only digital files (Mac or PC platform) in the following programs:

- InDesign (all versions)
- Adobe Illustrator (all versions)
- Adobe Photoshop (all versions)
- High-res PDF files

When preparing your ad, please follow these guidelines:

- Include all artwork, fonts, and the document on your disk.
- Do not use true type fonts.
- Do not use font attributes from the measurement palette, i.e., bold, italic, etc.
- Set all color to CMYK.
- Set up all images as tiff or eps.

For accurate color, font, and rendering reproduction, we require a high-end color proof such as Kodak Approval, Iris, or other dot-generated digital proof. We cannot guarantee the accuracy of the color, font, or rendering if a physical proof is not supplied.

**Internet:**

http://upload.asaecenter.org
username: anupload
password: @nfiles

**Email:**

We do not accept ads via email.

**Mail:**

Advertising Operation Team
ASAE
1575 I Street, NW, Suite 1100
Washington, DC 20005
Phone: 202-626-2889
Must send high-end color proof to match.