



2018 LeadingAge EXPO Preview Insertion Order

company name _____

contact name _____

address _____

city _____ state _____ zip _____

phone _____ fax _____

e-mail address _____

Advertisements

four-color ad

- back cover **SOLD** (\$4,925)
- inside front cover (\$4,020)
- inside back cover (\$3,600)
- full page (\$2,900)
- half page horizontal (\$2,100)
- quarter page (\$1,100)

black & white ad

- full page (\$2,100)
- half page horizontal (\$1,500)
- quarter page (\$ 700)

New Product Highlight

This option is for new products that have been released in the last 12 months.

(\$500)

Product Name _____

Booth Number _____

Product Description (20 word max) _____

Submit an image of the product. (Maximum image size: 2.5" x 2.5")

File type accepted: Please provide a press-quality PDF for all print ads.

space deadline: **EXTENDED July 19** **artwork due:** **July 22**

Ad Sizes

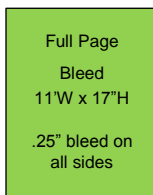
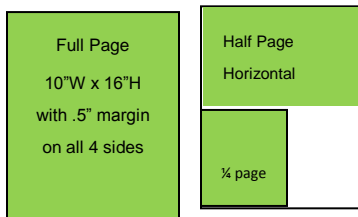
Full Page 10"W x 16"H, .5" margin

Full Page Bleed 11" W x 17"H, .25" bleed

Half Page 10"W x 6.375"H

Horizontal 11"W x 8.5"H, .25" bleed

Quarter Page 5"W x 6.375"H



Payment Method

total payment due \$ _____

- check (payable in U.S. dollars to LeadingAge) MasterCard VISA AMEX

credit card number _____ expiration date _____

cardholder's name *(as it appears on card)* _____

authorized signature _____

date _____

Fax or E-mail this form to: LeadingAge Exhibit Sales Team

Fax: (202) 939-5820 • E-mail: Sales@leadingage.org

Submit all ads by artwork deadline date above to **BHughes@LeadingAge.org**