



2007 CCAPA Conference

# Program Ad Specifications

September 30 - October 3, 2007

Fairmont San José Hotel

**Ad Submittal Deadline: September 1, 2007**

## AD SIZES AND FEES

Full Page . . . . .	7.25 x 10 (vertical format)	. . . . .	\$1,600.00
Half Page . . . . .	7.25 x 4.75 (horizontal format)	. . . . .	\$850.00
Quarter Page . . . . .	3.375 x 4.75 (vertical format)	. . . . .	\$500.00
Business Card . . . . .	3.375 x 2.125 (horizontal format)	. . . . .	\$250.00

## DIGITAL SPECIFICATIONS

- ONLY DIGITAL FILES WILL BE ACCEPTED
- JPEG, 600 resolution at 100% size, black and white or grayscale, OR high resolution PDF
- DO IMBED FONTS
- DO REMOVE ALL RGB, CMYK AND INDEXED COLOR
- Files smaller than 5 MB can be emailed
- Compressed .sit or .zip files less than 5 MB may be emailed
- Fax hard copy for file verification to 951.302.1001
- Files will be opened and verified with fax proof. When file has been verified, a reply email confirmation will be sent to the file originator.
- CDs and ZIPs may be mailed

### SEND PAYMENT TO:

If you are purchasing a program ad **ONLY** (not as part of a sponsorship), please send payment to:

CCAPA Conference  
1333 36th Street  
Sacramento, CA 95816

### SEND ADS TO:

Please mail/email all digital ads and direct all questions regarding conference program ad specifications to:

Dorina Blythe  
GranDesigns  
47473 Camino Monzon  
Temecula, CA 92592

Phone/Fax: 951.302.1001

Email: dorina@grandesigns.us

## PROGRAM AD QUESTIONS

Questions about your program ad should be made to the CCAPA 2007 Conference Office:

Lynne C. Bynder, CMP  
CCAPA 2007 Conference Planner

Email: lbynder@meetingsxceptional.com  
Phone: 760.799.2740 • Fax: 760.674.2479

## CANCELLATION POLICY

If written cancellation of advertising space is received by May 31, 2007, a full refund will be made. If written cancellation of advertising space is received by June 30, 2007, an 80% refund will be made. No refunds or cancellations accepted after June 30, 2007.

Conference information online at [www.calapa.org](http://www.calapa.org)