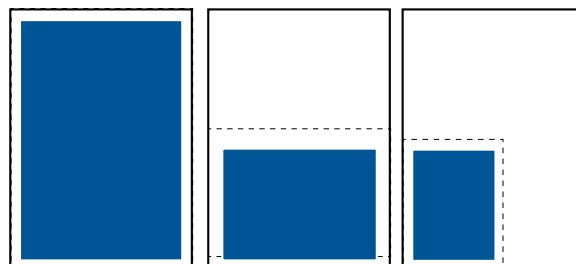


NATIONAL CONFERENCE BOOK

PUBLICATION SPECIFICATIONS

ADS (all ads are black & white unless otherwise noted.)

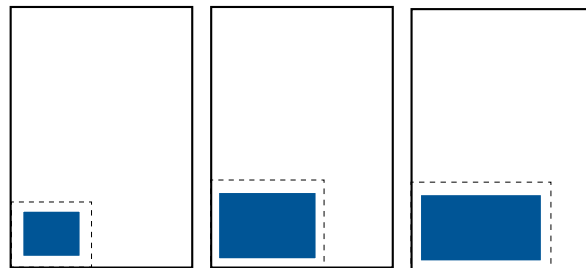
Page	Size	Exhibitor Cost	Non-Exhibitor Cost
Back cover (4-color)	8½" x 11"	\$1000	\$2000
Full page (4-color), inside front cover	8½" x 11"	\$1000	\$2000
Full page (4-color), inside back cover	8½" x 11"	\$1000	\$2000
Full page	7¼" x 9⅝"	\$450	\$900
One-half horizontal	7" x 4½"	\$325	\$650
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One-third vertical	2¼" x 9¼"	\$300	\$600
One-fourth horizontal	4⅝" x 9½"	\$250	\$500
Onesixth horizontal	4⅝" x 21⅛"	\$225	\$450
Coupon	2¼" x 9¼"	\$250	\$500



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1/2 PAGE
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