



Program Book Advertising Rates

The Tri-State Program Book, listing all of the Tri-State Camp Conference Exhibitors, is distributed at the show to every one of the **3500 attendees**. An ad will highlight your company and bring additional business from the attendees who refer to the manual, throughout the year, when they buy products and services.

This Program Book serves as a year-round vendor guide for camps and is a heavily used resource for camp directors.

Advertising Rates & Sizes

Full Page Ad – 4 color, Outside Back Cover	2,500.00
Half Page Ad- 4 color, Inside Back Cover	1,500.00
Full Page Ad – Black and White	1000.00
Half Page Ad – Black and White	800.00
Quarter Page Ad – Black & White	500.00
<i>New for 2010</i> COUPON inside the Program Book	200.00

Ads will be sold on a first come first serve basis.

To place an ad (or **COUPON**) in the 2010 Program, please complete the form and return it with the total cost payable by check (made payable to ACA-NY) or credit card (Visa or MasterCard). In order to reserve your ad, this form **MUST** be received with full payment and art work by **FRIDAY JAN 15th, 2010**.

TURN OVER

Exhibitor Company Name: _____

Name of Contact Person: _____

Address: _____

Phone: _____ Fax: _____

E-Mail: _____

Ad Size: Full Page Half Page Quarter Page COUPON Ad Dimensions: _____

Ad Cost: _____

Art Work Enclosed: Yes No If not, when will it arrive? _____ (MUST arrive by January 15th)

Payment Form: Check (made out to ACA-NY) Visa MasterCard

Card Number: _____ Exp. Date: _____

Name as it appears on the card: _____

Address: _____

Signature: _____ Date: _____

AD DIMENSIONS

Full Page Ad 8W x 10H Half Page Horizontal Ad: 8W x 5H

Half Page Vertical 4W x 10H Quarter Page 4W x 5H

Full-page ads with bleeds allow 1/8" on all sides in addition to 8.5 x 11 page size.

IF YOU ARE DOING A COUPON – Please include your company logo and text to include for your coupon.

ART

BLACK & WHITE ADS:

- * Camera Ready line art to size or provide as a 1200 dpi tif, eps, or pdf file.
- * MAC QuarkXpress file or hi-res tif, eps or pdf file with laser proofs. Please provide all art and screen printer fonts.
- * Hi-Res art (other than line art) should be provided at 300 dpi.

COLOR ADS (only for inside back cover):

- * Mac Quark Express file or hi-res tif, eps or pdf file with color separated laser proofs. Please supply all hi-res art and screen and printer fonts.
- * Hi-Res art (other than line art) should be provided at 300 dpi.

**All ads that are sent in incomplete and need extra prep work
by our printer will be charged to you at cost.**

*When the form is completed, please mail or fax to:
Rachel Beloff, ACA, NY, 1375 Broadway, 4th Fl, New York, NY 10018
or fax to (866) 553-9264. Any questions? Email Rachel at Rachel@aca-ny.org*