



2017 ISD Advertising options available to increase your company's exposure!

▼ The **ISD Joint Summit Guide & Membership Directory**: this annual publication viewed all year long is distributed to all ISD and FPDA member contacts - over 1,000 in number.

▼ The **ISD Insider**: a quarterly e-newsletter providing industry-wide information and articles critical to growing your business, reaching over 500 members.

▼ The **ISD inBrief**: a monthly e-bulletin informing members and prospective members of association news and educational events, reaching over 1,500 individuals.

Print Options

Digital Options

ISD Joint Summit Guide & Membership Directory – reaches over 1,000 member contacts:

- Logo placement - \$300
- Business Card - \$350
- 1/3 page horizontal or vertical - \$700
- 1/2 page horizontal - \$900
- 2/3 page horizontal or vertical - \$1100
- Full page - \$1250

ISD Insider – Quarterly e-Newsletter – reaches over 500 members

- Premium high placement banner ad; \$1,400/year or \$400/quarter
- Select tombstone footer ad: \$1,000/year or \$300/quarter

Full-color option

- Add 4-color to any ad – Add 50%

ISD inBrief – Monthly e-bulletin – reaches over 1,500 industry contacts:

- Premium high placement banner ad; \$2,000/year
- Select tombstone footer ad; \$1,600/year

Premium Placement options

- Inside front cover - \$1800
- Inside back cover - \$1600
- Back cover - \$2500

GRAND TOTAL >>>>> \$ _____

GENERAL INFO:

Company Name

Contact Name

Email and Phone

- Complete, scan and submit form to Beth Hiltabidle at bhiltabidle@isd.org
- Or fax to ISD office: 410-263-1659

QUESTIONS? Contact Beth Hiltabidle or Debbie Mitchell at the ISD office 410-940-6344

PAYMENT INFO:

Payment Method: Check Credit Card Bill me

Check enclosed for: \$ _____ OR

Charge a total of \$ _____ TO

MasterCard VISA Discover Amex

Card number

Expiration Date *Verification Code*

Name on card

Signature

Billing Address/ Zip Code

2017 ISD Industry Summit Guide and Directory

TECHNICAL REQUIREMENTS

Build the ad to actual size:

If ad size is 4 ½" x 7 ½", then the document size should be 4 ½" x 7 ½".

Platform: MAC

Can accept files electronically or by mail:

Electronically: If files are sent electronically, without a printed color proof for reference, you are submitting the files at your own risk. If you prefer to submit electronically, please mail a printed color proof ad if possible or send a PDF of the ad copy with art.

Mail: Send CD to the ISD office with a color proof copy enclosed to ensure color, layout and font match.

Preferred formats:

Adobe illustrator eps file, convert all type to outlines

Hi-res PDF file with fonts embedded

Hi-res Photoshop file with fonts embedded

Acceptable formats:

Quark Xpress 6.0 or later or Adobe In-Design 4.0 or later – If working in Quark or Adobe InDesign, please submit the actual InDesign or Quark file and include the following:

Fonts: All printer and screen fonts should be supplied on CD.

Graphics: All photos, scans and graphics that are placed in the document, must be supplied on CD.

Additional Requirements: Please label CD with company name and contact information. Also provide a hard-copy list of pertinent file names.

Full Page Bleeds: Document Trim Size is 8 ¼" x 10 ¾"; please supply 8 ½" x 11"; safety ¾" from both sides, ⅜" from top and bottom. Other dimensions available upon request.

SIZE SPECIFICATIONS:

Full Page: 8 ¼" wide by 10 ¾" high

1/2 Page: Horizontal ad - Maximum dimensions – 6 ⅞" wide x 4 ⅝" high

1/2 Page: Vertical ad – Maximum dimensions – 4 ½" wide x 7 ½" high

1/3 Page: Horizontal ad - Maximum dimensions – 4 ½" wide x 4 ⅝" high

1/3 Page: Vertical ad – Maximum dimensions – 2 ¼" wide x 9 ¾" high

1/4 Page: Maximum dimensions – 3 3/8" wide x 4 5/8" high

Logo or Business Card: Maximum dimensions – 3 ½" wide x 2" high

QUESTIONS: Call Beth Hiltabidle, ISD Marketing Associate at 410-940-6357 or email bhiltabidle@isd.org or Kristin Thompson, Directory Editor at 410-940-6351, or email kthompson@isd.org.