



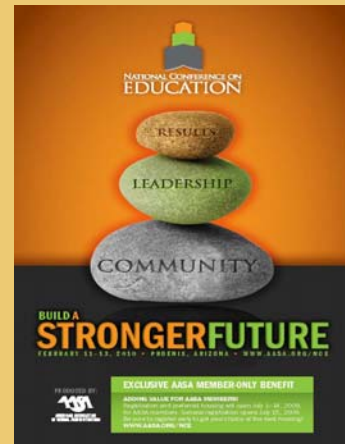
National Conference on Education 2010 *Conference Program Book* Advertising Opportunities

The *Conference Program Book* is used daily throughout the conference by attendees. It is referred to again and again even after the conference as it contains a company description and contact information for all AASA exhibitors. Cover positions are available.

Space Deadline: Dec. 4, 2009

Materials Deadline: Dec. 11, 2009

Call Brett Goldfine to reserve space at
215-675-9133 x 226.



Conference Program Book

Ad Size	4-Color	B&W	Bleed	Trim	Live
Cover 4	\$6,060	N/A	8.75" x 11.25"	8.5" x 11"	8" x 10.5"
Cover 2	\$4,260	N/A	8.75" x 11.25"	8.5" x 11"	8" x 10.5"
Cover 3	\$3,640	N/A	8.75" x 11.25"	8.5" x 11"	8" x 10.5"
Full Page	\$3,180	\$1,790	8.75" x 11.25"	8.5" x 11"	8" x 10.5"
1/2 Page, Horizontal	\$1,915	\$1,100	8.75" x 5.75"	8.5" x 5.5"	8" x 5.0"

Materials Specifications

To guarantee color accuracy, all ads must include a color proof. Please deliver ads in Acrobat PDF format. Ads can be sent on CD or via e-mail to: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 | Tel: 805-410-7160 | advertising@sagepub.com

American Association of School Administrators

AASA 2010 *Program Book* Ad Specifications

The *AASA Conference Program Book* is used daily throughout the conference by attendees and then kept to share with colleagues and to refer to when recalling vendors and defining expenditures once back in the district. Extend the impact of your brand with an ad in the *Conference Program Book*.

MECHANICAL SPECS

The program will be published in 4-color process at 150 line screen and perfect bound. To guarantee color accuracy, all ads must include a color proof.* Please adjust B/W ads accordingly.

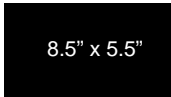
All ads must be delivered in Acrobat PDF. Please save files as press-ready PDFs with bleeds included.

AD DIMENSIONS



FULL PAGE W/ BLEEDS

Bleed Size: 8.75" x 11.25"
Trim Size: 8.5" x 11"
Live Area: 8" x 10.5"



½ PAGE HORIZONTAL

Bleed Size: 8.75" x 5.75"
Trim Size: 8.5" x 5.5"
Live Area: 8" x 5"

Ads can be sent on CD or via e-mail to:

Kirsten Beaulieu
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320
Tel: 805-410-7160
advertising@sagepub.com

Questions:

Brett Goldfine
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320
Tel: 215-675-9133 x 226
brett.goldfine@sagepub.com

**DISCLAIMER: Please note that without a hardcopy proof to compare your electronic file against, we cannot guarantee that colors, fonts or images will replicate as intended. To ensure your ad is printed correctly, please send a hardcopy of your ad to the address above as a reference even if you have sent the ad electronically.*

Space reservations: December 4, 2009
Ad Materials and prepayment due December 11, 2009