

CHARACTERplus®

# 18th Annual Character Education Conference

June 25-27, 2012 St. Louis, MO

Changing the World Through Character Education



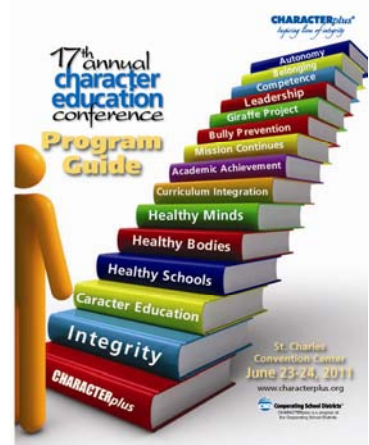
## PROGRAM ADVERTISING

Put your company's ad in the hands of every single conference attendee! Attendees will see your advertisement every time they refer to their program for breakout times, descriptions and locations. This is a valuable opportunity to reach your target audience.

Advertisements must be submitted by April 23, 2012. Ad files must be one or two color files, with the colors being pms 300U blue, and/or black. Pdf files and images must be press quality (300dpi halftone) (1200 dpi line art). Be sure to convert fonts to outline and embed images with your pdf. Adobe Illustrator files CS4 or lower are also acceptable. Quark 8.0 or lower is also acceptable. Please collect for output and stuff or zip files before emailing. For questions on file submission, contact Joe Saputo at jsaputo@csd.org or 314-692-1265.

### AD Pricings and Sizes

Type of Advertisement	Size	Price	Total
Back Cover	7" w x 9.5" h (live area)	\$850	
Inside Front Cover	7" w x 9.5" h (live area)	\$750	
Inside Back Cover	7" w x 9.5" h (live area)	\$750	
A-Full Page	7" w x 9.5" h (live area)	\$350	
B-Half Page	7" w x 4.5" h (live area)	\$210	
C-Half Page	3 ¾" w x 9.5" h (live area)	\$210	
D-Quarter Page	3 ¼" w x 4.5" h (live area)	\$140	
E-Business Card	3 ½" w x 2 ¼" h (live area)	\$75	
F-Business Card	2" w x 3.5" h (live area)	\$75	
TOTAL AMOUNT DUE			



www.characterplus.org

# CHARACTERplus' 18th Annual Character Education Conference Program Advertising Application

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## Contact Information

Company/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

URL: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Info

DISCOVER

MC

VISA

CHECK payable to CSD of St. Louis

Account Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

## Billing information

Same as above

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Authorized Amount: \_\_\_\_\_

Please make your check payable to CSD of St. Louis. Return the signed application, payment and ad copy to:

Attn: Suzy Ward  
Cooperating School Districts  
1460 Craig Road  
St. Louis, MO 63146  
314-692-9788 (Fax)

## **STATEMENT OF POLICY**

The Conference reserves the right to place advertisements according to overall aesthetics of the program and the right to reject ads and links deemed inappropriate. All fees are due with the delivery of application and all applications are due by April 23<sup>rd</sup>, 2011. The publisher shall reimburse the full cost of any advertisement that is not published due to publisher's error. Cancellation or changes must be submitted in writing and may not be made by the advertiser after space deadlines. Position of advertising is at the discretion of the publisher. The advertiser is responsible for claims and facts presented for publication and will assume full responsibility for any false information.

I have read and agree to the terms and conditions stated within this contract.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business or Organization: \_\_\_\_\_