

2010 U.S. Transplant Games™



Sponsored by **NOVARTIS**

ADVERTISING INFORMATION

An advertisement in the official on-site **Program Journal** provides an excellent opportunity to maximize your attendee exposure. The **Program Journal** is distributed to every attendee at registration along with premium items and features event schedules, workshop descriptions, tributes, exhibitor descriptions and the exhibit hall floor plan.

AD SPECS

All ads are black and white. You may also choose to run second color at no extra cost: The PMS color is 1805 RED. No other colors are available or may be substituted.

LAYOUT	DIMENSIONS BLEED	DIMENSIONS NON-BLEED	DETAILS	COST (B+W)
Actual Program size (trim size)	n/a	8.5" horizontal x 11" vertical	Sheet-feed offset printed. Saddle stitch or perfect bound.	n/a
Two-page spread ad (with bleed)	8.625" horizontal x 11.25" vertical	n/a	These ads must be prepared as separate pages. Please contact Sunil Vyas (info below) for details on preparing these files.	\$1,800
Full-page ad	8.75" horizontal x 11.25" vertical	7.5" horizontal x 10" vertical	The bleed ad must extend .125" in all directions beyond the trim size (which is 8.5" x 11"). Therefore, a full-page ad with bleed should measure 8.75" horizontal x 11.25" vertical. All essential copy (live area) should be within .5" of edge.	\$1,200
Half-page ad (no bleed allowed)	Half-page ads may not bleed	7.5" horizontal x 4.75" vertical	Half page ads may not bleed and must be submitted to these sizes.	\$900
Quarter-page ad (no bleed allowed)	Quarter-page ads may not bleed	3.5" horizontal x 4.75" vertical	Quarter page ads may not bleed and must be submitted to these sizes.	\$500

AD REQUIREMENTS

Ads should be submitted in digital PDF format. However, it is very important to save your digital ads correctly. The quality of your ad will depend on how it is saved. Ads should be submitted in digital form per the following specs:

- Adobe Acrobat (PDF) 4.0
- Saved at Press Quality (300ppi)
- All fonts must be embedded
- Registration/crop marks: ON

For more information about how to create a PDF file, please go to: www.adobe.com/services/createpdf/pdfprodinfo.html

SENDING YOUR AD

- Ads under 3MB in size may be e-mailed to denised@kidney.org
- Ads over 3MB in size may send via our FTP site:
The NKF FTP site can be accessed at:
address: <ftp://chat.kidney.org>
Username: **vendor**
Password: **vendor101**
Folder/Directory: **To-From_Denise-Devlin**
Please email Denise Devlin once you have uploaded your PDF. Include the name of your file in this email.

Note: Ad specs are subject to change. Please check at www.transplantgames.org for the latest ad specs before creating your ad. Contact Sunil Vyas (info below) if you have any questions regarding ad specs.

DUE DATES

INSERTION ORDER

DUE: 5/20/10

PAYMENT DUE: 6/3/10

**ARTWORK DUE:
6/14/10**

AD SALES CONTACT

Send insertion orders, payments, digital files and correspondence to:

Denise Devlin
Director, KLS Sponsorship Programs
National Kidney Foundation
Ref: TG10 Program Ad
30 East 33rd Street
New York, NY 10016
Phone: 212.889.2210 x218
Fax: 212.689.9261
E-mail: denised@kidney.org

TECHNICAL/PRODUCTION CONTACT

If you have technical questions about ad specs, contact:

Sunil Vyas
Production Director

Phone: 612.354.7519
Fax: 206.222.2741
E-mail: sunilv@kidney.org

[KEEP A COPY OF THIS PAGE]

over



2010 U.S. Transplant Games™



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AD ORDER FORM

Please reserve the following ad size:

2-Page Spread Full-Page Half-Page Quarter-Page

Total cost of all ads: \$ _____

Company Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: (_____) _____

Fax: (_____) _____

E-mail: _____

Contact Person: _____

Title: _____

Send **this form** [keep a copy of the specs on reverse of this page for your reference], payments, digital files and correspondence to *Denise Devlin*, contact info below.

Please check one:

Check enclosed (checks payable to the **National Kidney Foundation**).

Charge to: American Express Visa MasterCard Discover

Account #:

Expiration Date: (mm/yy) /

Security Code

Signature: _____

I am interested in learning more about 2010 U.S. Transplant Games sponsorship opportunities which include multiple levels of giving for sporting venues, special events and/or a customized giving plan.

No, I cannot participate this year, but would like to give a donation in the amount of \$ _____

No, I cannot participate this year, but please keep me / my company in mind for the 2012 Games.

Note: Ads will not be placed until payments are made in full.

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