

ADVERTISING RATE CARD as of April 11, 2008

Fax to: (416) 921-9878

Please add your information into the fields and print a copy of this form to be faxed.

Name: _____

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PLACE ORDER

Outside Back Cover Inside Front Cover

Full Page Inside Back Cover

Rate(s) Total: \$ _____ **+ 5% GST**

PAYMENT

Send Invoice Payment Enclosed
(Please make cheques payable to Achilles Media Ltd.)

Visa MasterCard American Express

Other _____

Credit Card Number: _____

Expiry Date: _____

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Signature: _____

Date: _____

CONTACT INFORMATION

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E-mail: fcohen@achillesmedia.com

BOOKING DEADLINE

June 18, 2008

EVENT GUIDE

The event guide is the primary source of information for delegates. It will contain the event schedule, profiles of panelists and session speakers, and maps of the event site. Advertising in the Guide represents an investment in visibility at a leading international new media event

RATES

Outside back cover (colour)	\$1,500
Inside front cover (colour)	\$1,000
inside back cover (colour)	\$900
Full page (b&w)	\$750
Half page (b&w)	\$400



Full Page (Trim Size)
133 mm x 210 mm
5.25" x 8.25"

Half Page (Trim Size)
133 mm x 105 mm
5.25" x 4.125"

FILE SETUP

Please send your ad files in one of the following formats.

1. Press Ready PDF – Include 1/4" bleed and crop area
2. Illustrator EPS File – Include 1/4" bleed. Convert all fonts to outlines and embed all images
3. Hi-Res TIFF or JPG – Include 1/4" bleed. Image must have a minimum resolution of 300 DPI
4. Adobe InDesign Document – Include all supporting files and fonts

FILE TRANSFER

Digital files can be uploaded to our FTP server or e-mailed to ads@achillesmedia.com detailing file name, publication and client. FTP transfers will require software such as Fetch, Transmit, Interarchy, CUTEFTP to upload to our server. Our FTP server is not accessible through a browser (i.e., Internet Explorer).

FTP Information

Server: ftp.achillesmedia.com
Username: achillesmedia
Password: upload123