

EBT: The Next Generation 2020

Hilton Americas-Houston ~ Houston, TX ~ November 1-4, 2020

Advertising and App Banner Ap Placement Form

Reservations Due September 17

Print Ads Due September 24

Return to: dana.benson@atmia.com

Company _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

All ads must be camera ready (see below). If they need to be created or adjusted in any way, a fee will be charged to the advertising company.

PRINT AD

Specifications Images: Please provide print ready high-resolution single page PDF/X-1a—PDF version 1.3 (Acrobat 4); output resolution of 2400 dpi; composite CYMK; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and sub-setted 100% as well as other characteristics. This format is acceptable for full or partial pages.

Trim size: 7" x 10" ~ Bleed Size: .125" ~ Live Area: 0.500" from Trim all around

Full Page – non-bleed; 6.5" wide x 9.5" high // Full Page – bleed; 7.25" wide x 10.25" high

1/2 Page Horizontal – non-bleed; 6.5" wide x 4.75" high // 1/2 Page Horizontal – bleed; 7.25" wide x 5.625" high

1/4 page – Non bleed: 3" wide x 4.5" High // Bleed Size 3.75" wide x 5.25" high, Trim size: 3.5" wide x 5" high

BANNER AD: 640x100 / JPG, PNG, GIF / 150 KB or smaller / no animation

Full Page (7"x10" and app banner ad) – Full Color

Cost EFTA Member \$550 / Non-member \$650 \$ _____

Half Page (7"x5.5" and app banner ad) – Full Color

Cost EFTA Member \$400 / Non-member \$650 \$ _____

Total Amount Due \$ _____

Payment Options

Check enclosed (payable to ATMIA)

Credit Card: Visa MasterCard American Express Diners Club JCB Discover

Name (as it appears on card) _____ Expiration Date _____

Card # _____ Card ID# _____

Signature: _____ Date _____