

2006 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.

Note: Ad specs are subject to change. Please check the Web site www.transplantgames.org for the latest ad specs before creating your ad. Contact Sunil Vyas (Production Director) if you have any questions regarding ad specs. Phone: 212-889-2210 ext. 236 E-mail: sunilv@kidney.org

AD SPECS

All ads are black and white. You may also choose to run second color at no extra cost: PMS 1805. 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 stitched.	n/a
Two-page spread ad (with bleed)	8.625" horizontal x 11.25" vertical	n/a	Two-page spread ads with bleed must be prepared as separate pages. On each page, the ad must extend .125" beyond the trim size on the top, bottom and outside edge. Therefore, each of the 2 pages with bleed should measure 8.625" horizontal x 11.25" vertical. All essential copy (live area) should be within .5" of edge.	\$1,500
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.	\$1,000
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.	\$750
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
- MS Word documents

or

Quark Xpress 6.1 or below in Mac format with all art and fonts included.

For more information about how to create a PDF file, please go to:

www.adobe.com/services/createpdf/pdfproinfo.html

Ads under 3MB in size may be e-mailed to sunilv@kidney.org and followed up with a faxed hard copy sent to 212-889-2310, attn: Sunil Vyas

Ads over 3MB in size must be sent on one of the following digital medium to the address listed at the bottom of this page:

- Floppy disk
- 100MB Zip disk
- CD-ROM

Accompanied by a hard copy proof.

DUE DATES

PAYMENT AND INSERTION

ORDER DEADLINE:

3/28/06

ARTWORK DUE:

4/11/06

AD SALES CONTACT

Send insertion orders, payments and correspondence to:

Denise Devlin
Corporate Sales Director
National Kidney Foundation
Ref: TG06 Program Ad Phone: 212-889-2210 ext. 218
30 East 33rd Street Fax: 212-779-0068
New York, NY 10016 E-mail: denised@kidney.org

TECHNICAL/PRODUCTION CONTACT

Send digital files and proofs to:

Sunil Vyas
Production Director
National Kidney Foundation
Phone: 212-889-2210 ext. 236
E-mail: sunilv@kidney.org

Turn page for order form.
[KEEP A COPY OF THIS PAGE.]

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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 and correspondence to:

Denise Devlin
Corporate Sales Director
National Kidney Foundation
Ref: NKF TG06 Program Ad
30 East 33rd Street
New York, NY 10016

Phone: 212-889-2210

Fax: 212-779-0068

E-mail: denised@kidney.org

NOTE:

Send digital files and proofs to Production Director listed 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 2006 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 2008 Games.

Note:

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

DUE DATES
PAYMENT AND INSERTION ORDER DEADLINE: 3/28/06
ARTWORK DUE: 4/11/06

AD SALES CONTACT
Send insertion orders, payments and correspondence to:
Denise Devlin Corporate Sales Director National Kidney Foundation Ref: TG04 Program Ad Phone: 212-889-2210 ext. 218 30 East 33rd Street Fax: 212-779-0068 New York, NY 10016 E-mail: denised@kidney.org

TECHNICAL/PRODUCTION CONTACT
Send digital files and proofs to:
Sunil Vyas Production Director National Kidney Foundation Phone: 212-889-2210 ext. 236 E-mail: sunilv@kidney.org