

Controlled Release Society Advertising Order Form

35th Annual Meeting & Exposition Final Program Guide

July 12-16, 2008 • Hilton New York • New York, New York U.S.A.

CRS Newsletter

www.controlledreleasesociety.org

Space reservation authorized by:

Name _____

Title _____

Company _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Facsimile _____

E-mail _____

Signature _____

Agency Name _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Contact Person _____

Telephone _____

Facsimile _____

E-mail _____

Invoice Company Invoice Ad Agency

Materials

Repeat our ad from _____.

We will send artwork.

Our agency will send materials and insertion order.

Commission and Payment Terms: 15% commission only to recognized agencies if invoice is paid within 30 days of invoice date. Invoiced on publication date. No cash discount. Commission is not allowed on other mechanical charges.

Final Program Guide Advertising

Circulation: Annual Meeting Attendees. Expected attendance of over 1,600.

Ad Size and Format

\$ _____

Full Page Bleed Non-bleed

Four Color \$3,425

Two Color *(black plus a PMS or black plus process cyan, magenta, or yellow)* \$2,395

Black and White \$1,875

Half Page

Vertical Horizontal

Four Color \$2,650

Two Color *(black plus a PMS or black plus process cyan, magenta, or yellow)* \$1,625

Black and White \$1,100

Quarter Page

Four Color \$2,175

Spread Bleed Non-bleed

| | | |
|--|------------------|------------------|
| | Full Page | Half Page |
|--|------------------|------------------|

Four Color \$4,975 \$3,775

Two Color *(black plus a PMS or black plus process cyan, magenta, or yellow)* \$3,395 \$2,300

Black and White \$2,675 \$1,575

Special Position

Add \$750 \$ _____

Covers

Inside Front Cover SOLD

Inside Back Cover Back Cover SOLD

Tabbed Section Dividers

Program Highlights Posters

Workshops Indices/Floor Plan

Exposition/Sponsors

Pages Facing Table of Contents

First Page Second Page

Other Special Positions

Please call for availability

Total \$ _____

Total from reverse side \$ _____

Amount Due \$ _____

FOR OFFICE USE ONLY

Accepted by _____

Date _____

Signature _____

Please see Newsletter Advertising and Mechanical Information on reverse side.

CRS Newsletter Advertising:

Circulation: 2,000 members

Ad Size and Format

\$ _____

Black and White

| Frequency | 1x | 2x | 3x |
|--------------|-------------------------------|-------------------------------|-------------------------------|
| Full Page | <input type="radio"/> \$1,125 | <input type="radio"/> \$1,075 | <input type="radio"/> \$1,015 |
| Half Page | <input type="radio"/> \$675 | <input type="radio"/> \$645 | <input type="radio"/> \$610 |
| Third Page | <input type="radio"/> \$565 | <input type="radio"/> \$535 | <input type="radio"/> \$510 |
| Quarter Page | <input type="radio"/> \$455 | <input type="radio"/> \$425 | <input type="radio"/> \$405 |

- Vertical Horizontal
 Bleed Non-bleed

Issues 1 2 3 4
(circle issues for advertising)

Color Charges

\$ _____

- Add \$1,500 per page
 Four Color Process

Special Position Charges

\$ _____

- Add \$200 per page
 Cover 2
 Cover 3

Total \$ _____

2008 Ad Placement Schedule

| Newsletter Issue #1 | | Newsletter Issue #3 | |
|---------------------|---------|---------------------|---------|
| Ad Close | 1/4/08 | Ad Close | 8/6/08 |
| Materials Due | 1/8/08 | Materials Due | 8/8/08 |
| Mail Date | 3/7/08 | Mail Date | 9/17/08 |
| Newsletter Issue #2 | | Newsletter Issue #4 | |
| Ad Close | 4/4/08 | Ad Close | 10/3/08 |
| Materials Due | 4/9/08 | Materials Due | 10/8/08 |
| Mail Date | 6/9/08 | Mail Date | 12/8/08 |
| Final Program Guide | | | |
| Ad Close | 5/4/08 | | |
| Materials Due | 5/11/08 | | |

Return this form to:

Debby Woodard
 Phone: +1.651.994.3817 • E-mail: dwoodard@scisoc.org

Send ad materials to:

Controlled Release Society
 Attn: CRS Ad Materials
 3340 Pilot Knob Road
 St. Paul, MN 55121 U.S.A.
 Phone: +1.651.454.7250 • Facsimile: +1.651.454.0766

www.controlledreleasesociety.org

Advertising Mechanicals

Ad Sizes

| | Width | Depth |
|----------------------|--------|--------|
| Full page | 7" | 10" |
| Half-page vertical | 3-3/8" | 10" |
| Half-page horizontal | 7" | 4-7/8" |
| Full-page spread | 17" | 11" |
| Half-page spread | 17" | 5-1/2" |

Bleed Pages

Bleed art must measure 8-3/4" x 11-1/4" for a single page, 17-1/4" x 11-1/4" for a full-page spread, or 17-1/4" x 5-3/4" for a half-page spread. Keep live matter 1/4" from trim size edges.

Trim Size

8-1/2" x 11"

Printing Methods

Offset, one color. Second color and four color available.

Stock & Bindery

Final Program Guide—Printed on 70-lb. gloss text, with cover on a 100-lb. gloss cover. Program Tabs print on 80-lb. gloss cover. Perfect-bound.

Newsletter—Printed on 80-lb. gloss text. Saddle-stitched.

Printing Material

The Controlled Release Society urges that electronic images and files be supplied only by those experienced in electronic processing of images. Unusable files may result in additional charges.

Accepted Medium/File Types:

Medium: Zip disk or CD

Platform: MacIntosh

Software: Adobe InDesign CS2, Adobe Illustrator CS2, Adobe Photoshop CS2, Quark Xpress 6.1

Graphic Files (Illustrator or Photoshop): .eps or .tif

Resolution: 4C – 300 dpi, Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be included on the disk.
- Please supply high-resolution proof. CRS cannot be responsible for final outcome if no proof is supplied.
- Files must be set up at 100% of output size, allowing 1/8" bleed for full-page, bleed ads.

The more documentation received from you, the better we can meet your expectations! A complete documentation package will help ensure desired results.

NOTE: Any additional services required for troubleshooting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$75.