

2012 ASLAFF Program Booklet Advertising Rates/Specs

Half Page								
				FULL PAGE ONLY		COLOR	B/W	
				(IFC) Inside Front Cover		\$400	\$350	
				(CL) Centerfold Left		\$300	\$250	
				(CR) Centerfold Right		\$300	\$250	
				(IBC) Inside Back Cover		\$400	\$350	
(BC) Back Cover		\$500	\$450					
Quarter Page		MISCELLANEOUS		COLOR	B/W			
		(FP) Full Page		\$200	\$150			
		(HP) Half Page		\$100	\$75			
		(QP) Quarter Page		\$50	\$35			
		(B) Business Card		\$25	\$20			
Business Card		BACK OF PROGRAM						
		(R) ROSTER - 140 Characters or less (with spaces)						
		Arial 12 PT font		\$15	\$10			
		AD COPY Formats: JPG, PDF, Photoshop						
(AP) AWARD SPONSORSHIP 1ST PLACE: \$250/Category				DEADLINES		(ON OR BEFORE)		
FF	SDF	OFS	SC	ALL Artwork/Ad Copy (submitted)		9/7/12		
SF	SSDF	BFS		Electronic Approval of Ad/Copy		10/12/12		
SSF	ASF	OFFS		Payment (Paypal/Check/Cash)		10/19/12		
DF	ASSF	SS		Electronic Copy of Advertisement		11/2/12		
				No Refunds/Changes		AFTER:10/12/2012		