# CONFERENCE GUIDE ADVERTISEMENT ORDER FORM

AER Conference attendees receive a full-color conference guide at registration. The guide contains important announcements, the conference agenda, maps, exhibitor information, and more. AER19 is expected to bring in 2,500 attendees. Please submit this form or direct questions to Kelly Whelan, assistant director of marketing and communications, at kwhelan@primr.org.

## COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Company Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
</tr>
<tr>
<td>City, State, Zip:</td>
</tr>
<tr>
<td>Contact Name:</td>
</tr>
<tr>
<td>Contact Phone:</td>
</tr>
</tbody>
</table>

## CONFERENCE GUIDE AD SIZE SELECTION

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (8&quot;w x 10.5&quot;h)</td>
<td>$750</td>
</tr>
<tr>
<td>Half Page, horizontal, no bleed (8&quot;w x 5&quot;h)</td>
<td>$425</td>
</tr>
<tr>
<td>Quarter page, no bleed (3.75&quot;w x 5&quot;h)</td>
<td>$275</td>
</tr>
</tbody>
</table>

## PAYMENT INFORMATION

☐ I am enclosing check number: ____________

Mail to: PRIM&R, P.O. Box 845203, Boston, MA, 02284-5203, Attn: Kelly Whelan

I am paying by credit card: ☐ Visa ☐ Master Card ☐ Amex

Print Card Holder’s Name:

Credit Card Number: ____________ Expiration Date: ____________

Signature: ____________ Date: ____________

## TERMS

Deadline date: All ads must be submitted to PRIM&R by October 4, 2019, in order to be guaranteed inclusion in the conference guide.

Content guidelines: Advertisers are prohibited from using PRIM&R’s name/logo without approval from PRIM&R. The official title of the event is 2019 Advancing Ethical Research Conference 2019 AER Conference or AER19 may be used. Collateral from advertisers may not include mention of PRIM&R’s agenda.

PRIM&R reviews ads before they go to print to make sure they are in line with content guidelines. PRIM&R reserves the right not to publish an ad if it is not in line with the guidelines below. If accepted, PRIM&R will print ads exactly as they are submitted and is not responsible for any errors in sizing, grammar, content, etc.

Design specifications: All ads must include the following:

- Document size exactly matching printed size if output at 100%
- Fonts used in EPS files must be converted to outlines
- For the best print resolution, all files must be saved as CMYK full color and at 300 dpi or higher at actual size

Preferred file format:

- PDF file high resolution, press optimized
- Embed all fonts (including system fonts) when creating PDF files
- Ads may also be sent in the following formats: JPEG, TIFF, EPS, and PNG. For .png files, all fonts must be outlined

Cancellation/ refunds: If advertisers cancel their ad prior to October 4, 2019, PRIM&R shall refund payment, minus a 50% processing fee. If PRIM&R receives notice after October 4, 2019, PRIM&R shall retain full payment. PRIM&R reserves the right to attempt to resell the ad space.

If advertisers fail to send their ad artwork by October 4, 2019, PRIM&R cannot guarantee inclusion in the guide, and reserves the right to retain full payment regardless if the ad is printed in the guide.

Advertisers must send cancellation notification in writing (email is acceptable) to Kelly Whelan (kwhelan@primr.org).