# CONFERENCE GUIDE ADVERTISEMENT ORDER FORM

IACUC Conference attendees receive a full-color conference guide at registration. The guide contains important announcements, the conference agenda, maps, exhibitor information, and more. IACUC20 is expected to bring in 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>
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<tbody>
<tr>
<td>Address:</td>
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<tr>
<td>City, State, Zip:</td>
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<tr>
<td>Contact Name:</td>
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<td>Contact Phone:</td>
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<td>Contact Email:</td>
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## CONFFERENCE GUIDE AD SIZE SELECTION

- Full page conference guide ad (8”w x 10.5”h)  $500
- Half page conference guide ad (horizontal), no bleed (8”w x 5”h)  $275
- Quarter page conference guide ad, no bleed (3.75”w x 5”h)  $175

## 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

<table>
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<tr>
<th>Deadline date</th>
<th>All ads must be submitted to PRIM&amp;R by February 25, 2020, in order to be guaranteed inclusion in the conference guide.</th>
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</table>

### Content guidelines

Advertisers are prohibited from using PRIM&R’s name/logo without approval from PRIM&R. The official title of the event is 2020 Institutional Animal Care and Use Committee Conference; 2020 IACUC Conference or IACUC20 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 to not 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 February 25, 2020, PRIM&R shall refund payment, minus a 50% processing fee. If PRIM&R receives notice after February 25, 2020, 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 February 25, 2020, 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).