



# 2017 CMSA Conference Guide Ad Insertion Form

CMSA 27th Annual Conference & Expo • Austin Convention Center  
Austin, Texas • 500 E Cesar Chavez St. • June 26-30, 2017

**COMPLETE & FAX TO: (501) 421-2135**  
**MATERIALS & ORDER FORM DEADLINE: April 30, 2017**

Advertise in the CMSA 2017 Conference Guide and GAIN A COMPETITIVE EDGE! For maximum exposure, the Guide is available to all Conference attendees digitally prior to the Conference and in print once they arrive onsite. The Guide is a great way to receive early recognition before attendees step onto the Exhibit Floor. **Space is limited!** Please complete and return this form to [camos@cm-innovators.com](mailto:camos@cm-innovators.com) or fax to the number shown above.

AD SIZES	WIDTH	DEPTH	EXHIBITOR RATES	NON-EXHIBITOR RATES
<b>Inside Front or back Cover</b>	7-3/8"	10"	<input type="checkbox"/> \$1,850	<input type="checkbox"/> \$3,250
<b>Full Page (Live Matter)</b>	7-3/8"	10"	<input type="checkbox"/> Full page \$1,575 first 5 pages \$1,350 remainder	<input type="checkbox"/> Full page \$1,775
Trim Size	8-3/8"	10-7/8"		
Bleed Size	8-7/8"	11-3/8"		
<b>Half Page (Vertical)</b>	3-11/16"	10"	<input type="checkbox"/> 1/2 page ad: \$975 <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> 1/2 page ad: \$1,525 <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal
<b>Half Page (Horizontal)</b>	7-3/8"	5"		
<b>Two-Page Spread</b>	15-3/4"	10-7/8"	<input type="checkbox"/> 2-Page spread: <i>Call for Pricing.</i>	

## FILE FORMAT / ELECTRONIC STANDARDS:

Digital data is required for ad submission, presented in a PDF format. Macintosh platform and PC formats accepted, provided they are converted to PDF prior to submission. Build document to ad size. Fractional ads do not bleed and require a border, or background fill as border. All elements must be placed in file at 100%. Standard trim, bleed, and printer marks with full page ads. No marks included in live image area. Scan images and graphics should be no less than 266 dpi and no more than 300 dpi at 100% of printed image size. No JPEG images. A composite B&W proof (which represents the final digital file) must be supplied to CMSA for placement accuracy.

For more information on digital material specifications, please contact a sales representative at (501) 673-1126.

## ADVERTISING MATERIAL SUBMISSION

Please send ads via email to: [camos@cm-innovators.com](mailto:camos@cm-innovators.com) Only one PDF file per ad. All electronic ad submissions are reviewed for print specifications. Although CMSA makes every attempt to identify all errors in supplied files, CMSA shall assume no responsibility for advertiser supplied files which are incomplete or files not adhering to CMSA's specifications.

**For emailed files**, please include the "Subject" field: "2017 Ad Insertion."

## INSERTION CONTACT INFORMATION: (Completion of this information REQUIRED FOR ALL INSERTIONS - Including those provided as part of Sponsorship Agreement.)

Advertiser/Company Name \_\_\_\_\_ Booth # \_\_\_\_\_ Agency Name (if applicable) \_\_\_\_\_  
 Contact Person (First/Last Name) \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

## METHOD OF PAYMENT (Non-Refundable) (Payment must be received to complete request. Not applicable for insertions provided as part of Sponsorship Agreement.)

Check or Money Order Enclosed (Payable to CMSA) Amount Enclosed: \$ \_\_\_\_\_

Visa  MasterCard  Amex  Discover Amount to be Charged: \$ \_\_\_\_\_

Card number:                 Exp. Date:

Printed Name on Card: \_\_\_\_\_ Card Signature: \_\_\_\_\_

By issuance of this information, advertiser or agency shall indemnify and hold CMSA, its employees, agents and its subcontractors free and harmless from any expenses and costs (including but not limited from claims of libel, violation of privacy, copyright infringement or otherwise.) CMSA shall have the right to settle any such claims and to control any litigation or arbitration. All advertisements are accepted and published by CMSA on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that in the consideration of the publication and advertisements, the advertiser and/or agency agrees to indemnify and hold CMSA harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents of subject matter of such advertisements. CMSA assumes no liability if for any reason it becomes necessary to omit an advertisement. No conditions other than those set forth in this document shall be binding on CMSA unless specifically agreed to in writing by CMSA.