

Bio IT Cloud Summit

September 11-13, 2012

Hotel Kabuki

SAN FRANCISCO, CA

CAMBRIDGE HEALTHTECH INSTITUTE
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2012 ADVERTISEMENT SPECIFICATIONS

FOR

PROGRAM GUIDE AND EVENT DIRECTORY

In order to meet our binding deadlines, we must receive your advertisement artwork by **August 2012**

The following are the specifics on the advertisement:

	Live Area Dimensions (width x length)	Non-Exhib/Spns Rates	Exhib/Spns Rates
<u>BLACK AND WHITE</u>			
Full Page (trim size)	8.5" x 11"	\$1,400	\$700
Live area	8 x 10.5		
1/2 Page Horizontal	8.5" x 5.5"	\$1,100	\$550
Live area	8 x 5		
<u>COLOR PREMIUM</u>			
1/2 Page Horizontal	8.5" x 5.5"	\$1,200	\$650
Live area	8 x 5		
<u>COLOR PREMIUM</u>			
Full Page (trim size)	8.5" x 11"	\$1,800	\$900
Inside Front Cover (trim size)	8.5" x 11"	\$4,800	\$2,400
Inside Back Cover (trim size)	8.5" x 11"	\$4,800	\$2,400
Outside Back Cover (trim size)	8.5" x 11"	\$5,600	\$2,800
Live area	8 x 10.5		

Note: Bleeds only accepted on cover advertisements.

Acceptable File Type: Adobe Acrobat "**High Resolution**" pdf.

-BEFORE creating the pdf make sure that all images are 300 dpi and use the CMYK Color Mode.

-Make sure the embed all fonts option is selected.

-If you would like ads to bleed you MUST make the ad extend at least ¼ inch off the 8.5x11 page.

-If you have ads that are to "bleed" off the page you MUST ALSO indicate this with.

For questions regarding these specifications please email Ann Handy at ahandy@healthtech.com

Please send questions or send electronic submissions to:

Subject: **AD for BIT Cloud Summit 2012(company name)**

Attention: Elaine Eskedal

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