



# Ad Rates

**A**dvertise before and during this four-day event. CSHP's annual Seminar is an excellent opportunity to reach all of our members from Students to Director's of Pharmacy for most Health-Systems in California. The Seminar Program Book is distributed to all of our attendees and is their guide to all Seminar 2009 events throughout this four-day event.

## Mechanical Specifications:

### Ad Dimensions:

|                       |                     |
|-----------------------|---------------------|
| Full page (bleed)*:   | 8½" Wide x 11" Deep |
| Full page (no bleed): | 7½" Wide x 10" Deep |
| 1/2 page (horiz.):    | 7⅞" Wide x 4⅞" Deep |
| 1/4 page (vert.):     | 3⅝" Wide x 4⅞" Deep |

\*Add ⅛" to all four sides for bleed – 8¾" x 11¼". Keep all live matter ⅜" from the edge of the page on the top, bottom and sides.

### Format Specifications:

Display ads are accepted in one or more of the following formats:

- Camera-Ready PDF via email
- CD delivered by artwork deadline (PDF, InDesign, EPS or TIFF files accepted)

### Technical requirements:

- All fonts must be provided on disk or converted to outlines/paths.
- All links, graphics, photos must be provided on disk.
- Graphics/Photos must be a minimum of 300dpi resolution; anything less will result in a low-quality, pixillated image.

## Ad Rates:

### Full Color Ads:

- |   |       |
|---|-------|
| <input type="checkbox"/> Run any ad size (choose below) in 4/color for an additional: | \$750 |
|---|-------|

### Black and White Ads:

- |   |        |
|---|--------|
| <input type="checkbox"/> Full page display ad in <i>Program Book</i>                  | \$850  |
| <input type="checkbox"/> Full page display ad in <i>Program Book</i> and <i>CJHP*</i> | \$1230 |
| <input type="checkbox"/> ½ page display ad in <i>Program Book</i>                     | \$575  |
| <input type="checkbox"/> ½ page display ad in <i>Program Book</i> and <i>CJHP*</i>    | \$900  |
| <input type="checkbox"/> ¼ page display ad in <i>Program Book</i>                     | \$375  |
| <input type="checkbox"/> ¼ page display ad in <i>Program Book</i> and <i>CJHP*</i>    | \$610  |

\*Total distribution for this selection is up to 6,000 pharmacy professionals!

## For more information or to place an ad, contact:

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