SEPTEMBER 13-16, 2014 ANAHEIM, CALIFORNIA

APA CALIFORNIA ANNUAL CONFERENCE
DISNEYLAND® HOTEL

AD AND LOGO SPECIFICATIONS

Ad and Logo Submittal Deadline - July 1

Logo Specifications

Depending on your sponsorship level, your logo may be used for the Conference Mobile App, APA website, the printed program and signage. Please send the best quality logo that is possible. If a logo has been previously submitted and has since changed, please send an updated logo that meet the specifications below.

• Send Black & White AND Color if both are available.

The following formats are accepted, in order of preference
   • EPS (all fonts converted to curves)
   • PDF - high resolution, 300 dpi, 100% size
   • JPEG - high resolution, 300 dpi, 100% size

* We can only guarantee best quality with eps files that are submitted to specifications.

Note: Do not send png files or any files that were used in/as part of a website. They are not high enough resolution for use in print.

Program Ad Sizes and Fees*

* Fees apply if purchased without sponsorship.

Full Page . . . . .5" wide x 9.75" tall $1,600
Half Page . . . . .5"wide x 4.75" tall $850
Quarter Page . . . . .2.5" wide x 4.75" tall $500
Business Card . . . . .2.5" wide x 2.25" tall $150

Program Ad Specifications

• JPEG or PDF, 300 resolution at 100% size, black and white or grayscale
• DO IMBED FONTS
• DO REMOVE ALL RGB, CMYK AND INDEXED COLOR
• Files smaller than 10 MB can be emailed
• A confirmation email will be sent when the file is received and verified.

For questions about sponsorship contracts, please contact:
Sheri Vander Dussen, AICP
svanderdussen@anaheim.net • 714.765.5010

**Submit ad and logo;
or for information regarding specifications, please contact:
Dorina Blythe**
dorina@GranDesigns.us • 951.695.3646

For questions about sponsor payments, please contact:
Francine Farrell
ategoresources@live.com • 916.715.5479

Cancellation Policy

If written cancellation of a sponsor/exhibitor contract is received by 6/25/14, a full refund will be made.
If written cancellation of a sponsor/exhibitor contract is received by 7/15/14, an 80% refund will be made.
No refunds or cancellations accepted after 7/15/14.

www.APACalifornia.org