

2008 Pennsylvania Credit Union Association
Annual Convention & Exposition Guide

AD COPY/ARTWORK SUBMISSION FORM

The 2008 Annual Convention & Exposition Guide will be distributed to all attendees at the Pennsylvania Credit Union Association's Annual Convention, May 1-3, at The Westin Convention Center, Pittsburgh, PA. Estimated attendance is more than 800. The Guide will contain the meeting agenda, special events information and ads placed by credit unions and the companies that serve them. Ad placement discounts apply to companies that exhibit at the Expo.

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____ E-mail _____

RATE CARD

Advertisement *	Exhibitors	Non-Exhibitors
<input type="checkbox"/> Full page or full page bleed	\$400	\$725
<input type="checkbox"/> Half page – vertical or horizontal	\$250	\$500
<input type="checkbox"/> Quarter page – vertical only	\$185	\$275

* If ad is not camera-ready, please add \$65 for typesetting.

See other side for ad dimensions and specifications.

Camera-ready ad enclosed \$ _____

Ad copy/Art enclosed (add \$65 to ad price)..... \$ _____

Please fill out the above form and mail or fax to: Attn: Meghan Fluharty, Benchmark Group Media, 3400 North Sixth Street, Harrisburg, PA 17110. Fax: 717-232-6010. Mail Ad copy/Artwork to the same address or e-mail to: shawn@harrisburgmagazine.com

detach along dotted line

PAYMENT SUBMISSION FORM

detach along dotted line

Please detach and fill out the lower portion of this form and mail, with payment, to: Pennsylvania Credit Union Association, P.O. Box 60007, Harrisburg, PA 17106-0007. Please make check payable to Pennsylvania Credit Union Association.

Company Name _____

Contact Person _____ Phone _____

Amount of check enclosed (Please check appropriate box(es)):

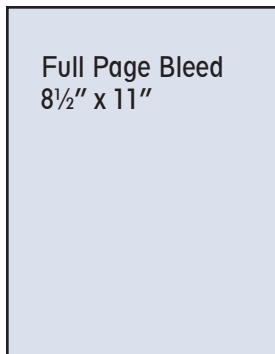
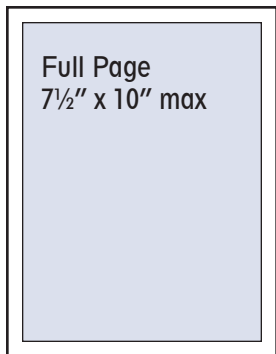
- | | | |
|--|-------------------|-----------------------|
| <input type="checkbox"/> Full page or full page bleed | \$400 (exhibitor) | \$725 (non-exhibitor) |
| <input type="checkbox"/> Half page – vertical or horizontal | \$250 (exhibitor) | \$500 (non-exhibitor) |
| <input type="checkbox"/> Quarter page – vertical only | \$185 (exhibitor) | \$275 (non-exhibitor) |
| <input type="checkbox"/> Ad is not camera-ready (add \$65 to ad price) | | |

Deadline for ads and payment is March 14, 2008

Questions?

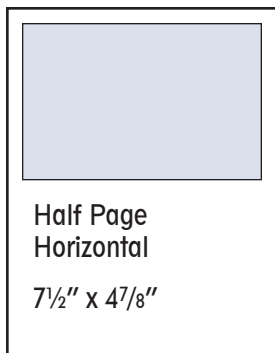
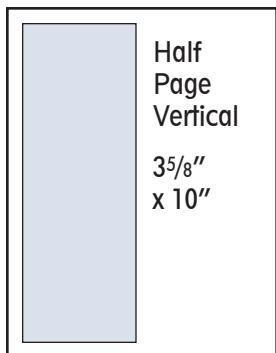
Contact Meghan Fluharty, 717-233-0109, ext. 115
or e-mail: meg@harrisburgmagazine.com

ADVERTISEMENT DIMENSIONS



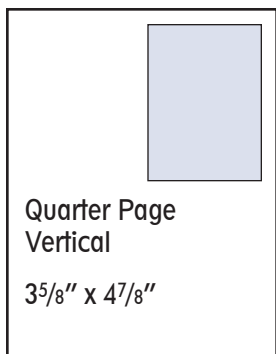
Full Page – Unless specified otherwise, a 7 1/2" x 10" border may be placed around ad. Trim size is 8 1/2" x 11".

Full Page Bleed – 8 1/2" x 11". Please allow an additional 1/8" image on material that's intended to bleed. Live matter should be kept 1/4" from bleed edge to allow for trim.



Half Page Vertical – Copy/art should be sized to fit 3 5/8" x 10" border. No bleeds.

Half Page Horizontal – Copy/art should be sized to fit 7 1/2" x 4 7/8" border. No bleeds.



Quarter Page Vertical – Copy/art should be sized to fit 3 5/8" x 4 7/8" border. No bleeds.

ADVERTISEMENT SPECIFICATIONS

If you choose to place a camera-ready ad, please send it in one of the following two formats:

Electronic:

- All images must be in grayscale.
- Supply fonts, graphics.
- Supply laser print.
- We accept PC or MAC, InDesign, Quark, and PageMaker (6.5-7.0).
- We accept TIFF and JPEG images with a 300 dpi resolution, and we accept PDFs.
- We cannot accept Publisher or CorelDraw.
- Place ad on a zip disk, 1 gig jazz, CD-rom or floppy disk.

Film:

- 133 line screen.
- Right reading, emulsion down.
- Supply laser print.