

[www.aocs.org](http://www.aocs.org)

# 2010 Media Kit



Your Global Fats and Oils Connection



### 101st AOCs Annual Meeting & Expo

May 16–19, 2010

Phoenix Convention Center

Phoenix, Arizona, USA

[www.aocs.org/meetings/annual\\_mtg](http://www.aocs.org/meetings/annual_mtg)

Exhibit Booth: \$2,200 USD

Sponsorships available

Advertising Space Close: March 5, 2010

Material Close: March 12, 2010



### 7th World Conference on Detergents

4–7 October 2010

Montreux Music & Convention Centre

Montreux, Switzerland

[www.aocs.org/meetings/montreux](http://www.aocs.org/meetings/montreux)

Exhibit Booth: \$3,500 USD

Sponsorships available

Advertising Space Close: August 2, 2010

Material Close: August 9, 2010

### Exhibit Opportunities

AOCs offers exhibit opportunities at meetings around the world. Each meeting offers a unique forum in which to market your product in person. For more details on exhibits, visit <http://www.aocs.org/marketing/exhops.cfm> or contact Valorie Deichman, AOCs Advertising & Exhibit Sales at [valoried@aocs.org](mailto:valoried@aocs.org). or by phone +1-217-693-4814

### Sponsorship Opportunities

AOCs invites corporate partners and affiliated organizations to become sponsors at our 2010 conferences. These personalized forms of marketing can give your company visibility and leadership status within that conference's interest area(s). For more information about sponsorship opportunities, contact Connie Hilson, AOCs Marketing Specialist at [connieh@aocs.org](mailto:connieh@aocs.org) or by phone +1-217-693-4831.

### Meeting Program Guide Advertising

Advertising in AOCs Meeting Program Guides is an affordable tool for maximizing your company's exposure to a target audience within the fats and oils industry. If you are an exhibitor, your ad can help drive attendees to your booth; if you're unable to exhibit, your ad ensures attendees still receive your sales message. The program guide includes the full details of the technical program, social events, exhibits, maps, and other valuable information for the meeting.

2010 Program Guide Advertising Rates	4-Color Rates	Size	Black/White Rates
	\$1,620	1 page	\$790
	1,360	½ page	530
	1,200	⅓ page	365
	1,135	¼ page	305

## Print Specifications

Halftones: 133 line screen.

Printing is by web and sheet-fed offset presses. *inform* and *Oil Mill Gazetteer* paper stock is white, coated, 45-pound basis weight. Meeting programs and the *AOCS Resource Directory* (advertising section, with the exception of covers) paper stock is white, coated, 60-pound basis weight.

Preferred materials: Electronic files submitted per the following instructions.

Rotation of 4-color process: black, magenta, yellow, cyan.

Binding: *AOCS Resource Directory* is perfect-bound with ¼" head trim. *inform*, *Oil Mill Gazetteer*, and meeting programs are saddle stitched.

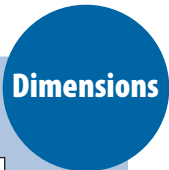
Live matter: Deduct at least ½" from all sides of the page trim size.

## Artwork Specifications for Print


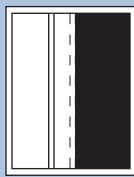
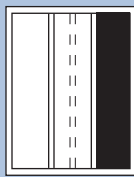
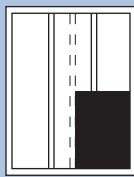
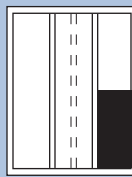
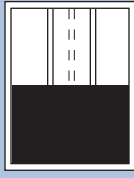
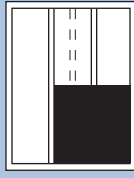
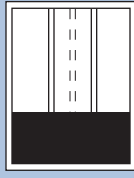
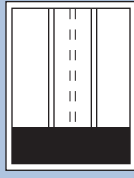
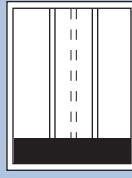
All ads must be submitted as PDF (fonts embedded) or TIF files. All files must be high resolution—minimum of 300 dpi. All images for 4-color ads must be submitted as final, high-resolution (300 dpi) CMYK files (not RGB). If you are concerned about color, please submit a 4-color SWOP proof with your digital file. Make sure all images for black and white ads are saved as grayscale, not RGB. We will also accept MACINTOSH files, with all fonts and graphics included, in QuarkXPress, InDesign, Illustrator, Freehand, or PhotoShop.

Note: We do not accept PC files. We do not accept files created in PageMaker, Corel Draw, or Microsoft Publisher, PowerPoint, and Word. Screen grabs from the Internet will print low-resolution, 72 dpi images, and are unacceptable.

All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in your file format. Charges are subject to an hourly rate.



Standard unit sizes in inches: 1 inch = 25.4 millimeters; 1 inch = 6 picas  
 Spread bleed: 17" × 11-1/4" • Spread trim: 16-1/2" × 11"

				
FULL PAGE BLEED 8-1/2" × 11-1/4" TRIM: 8-1/4" × 11"	1/2 PAGE VERTICAL 3-1/2" × 9-1/2" BLEED: 4-1/4" × 11-1/4"	1/3 PAGE VERTICAL 2-1/4" × 9-1/2"	1/4 PAGE VERTICAL 3-1/2" × 4-3/4"	1/6 PAGE VERTICAL 2-1/4" × 4-3/4"
				
1/2 PAGE HORIZONTAL 7-1/4" × 4-3/4" BLEED: 8-1/2" × 5-5/8"	1/3 PAGE SQUARE 4-3/4" × 4-1/2"	1/3 PAGE HORIZONTAL 7-1/4" × 3-1/2"	1/4 PAGE HORIZONTAL 7-1/4" × 2-1/2"	1/6 PAGE HORIZONTAL 7-1/4" × 1-3/4"

# 2010 Media Kit

## Your AOCS Advertising Contact



Your Global Fats and Oils Connection

### **Valorie Deichman**

*Advertising and Exhibit Sales Representative*

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[www.aocs.org](http://www.aocs.org)