



Advertising Rate Card Annual Convention + Expo Program

Re:think is the only forum that draws top tier Fortune 500 global decision-makers from every sector in the industry – advertisers, agencies, media, research and interactive shops – all under one roof. Reach all 2500+ attendees by advertising in the Convention Program.

Position in Program	Price	Check here to order
Inside front cover	\$2500	
Inside back cover	\$2500	
Outside back cover	\$5000	
Opposite inside back cover	\$1500	
First right-hand page	\$1500	
Second right-hand page	\$1250	
Third right-hand page	\$1000	
All other pages	\$900	
Double page spread	\$2000	

All positions other than premium ones are given on a space-available basis. Position requests will be filled to the greatest extent possible, but cannot be guaranteed except for cover and paid premium positions.

How to order

- Please check the box of your choice and include payment details below.
- Fax this form to 212 319 5265, or scan and email to ckosar@thearf.org.
- If you wish to pay by check please send this order form and a cheque payable to “The Advertising Research Foundation” to The ARF, 432 Park Avenue South, Sixth Floor, New York, NY 10016. Any questions call Chris Kosar on 646 465 5725.

Name:			
Title:			
Company:			
Address:			
Phone:		Fax:	
Email:			
Name on card:			
Card Type:		Expiry date:	
Card Number:			
Signature:			

Advertising Specifications

All ads are full page, Four-color process, full bleed.

Trim page size: 8 ½ in wide by 11 in high
Bleed: Include 2/8 in bleed all round
Materials: Digital submissions on disk, with a color match proof
Format: High-resolution PDF (recommended PDF/X1-a) with fonts embedded.

Please send the high-resolution pdf, plus a color hard copy print out of the ad to:

Chris Kosar
Advertising Research Foundation
432 Park Avenue South, Sixth Floor
New York
NY 10016

Ad booking deadline: February 6, 2009
Adwork deadline: February 20, 2009

Design Guidelines

- Files will only be accepted with embedded images and fonts. Files that require linkable elements will not be accepted.
- Images should be minimum 300 dpi at 100 percent.
- All images should be CMYK, RGB or spot colors cannot be accepted.
- Any queries email Chris Kosar, ckosar@thearf.org.