



RCI, Inc.  
1500 Sunday Drive, Suite 204  
Raleigh, NC 27607

# International Convention and Trade Show

Phone: (919) 859-0742  
Fax: (919) 859-1328  
www.rci-online.org

## Convention Program Advertising



**Convention Dates: March 15-20, 2012 • Hilton Anatole • Dallas, Texas**

### Make a Statement for Your Product or Service

For five days, the program will be each attendee's constant companion and guide to convention and trade show activities. It's an opportunity to increase product awareness and stimulate additional traffic to your exhibit. Advertising accepted from exhibiting companies only.

Ad Size	Location	Cost	Dimensions (inches)
<input type="checkbox"/> Publication wrap	Wrap - outside of publication	\$3,500	6.00 x 20.00
<input type="checkbox"/> Full page	Inside location	\$1,750	8.00 x 10.50
<input type="checkbox"/> Half page	Horizontal	\$850	8.00 x 5.00
<input type="checkbox"/> Half page	Vertical	\$850	3.25 x 10.50
<input type="checkbox"/> Cover 2	Inside front	\$2,250	8.5 x 11.00
<input type="checkbox"/> Cover 3	Inside back	\$2,250	8.5 x 11.00
<input type="checkbox"/> Cover 4	Outside back (four-color)	\$2,550	8.5 x 11.00

For full bleed layout (cover ads only), design file at 8.75 x 11.25 | trim size: 8.5 x 11.00 | protect live area with .25

### Ad Specifications

The Convention On-Site Program is a two-color publication; submit artwork as black and white.

Digital artwork is required. Acceptable digital formats include: .tif, .eps or .pdf files prepared for press.

### Send contracts to

RCI, Inc.  
1500 Sunday Drive, Suite 204  
Phone: 800-828-1902  
Fax: 919-859-1328

### Send ad copy by e-mail to

wmyers@rci-online.org or call 919-389-1088 for FTP instructions

### Important deadline dates

Ad space reservation deadline: January 30, 2012

Ad copy deadline: January 30, 2012

### Advertiser Information

Company:
Name:
Address:
City/state/zip:
Phone:
Fax:

To reserve ad space, check the appropriate box to indicate ad size; sign, date, and return this form to RCI by January 30, 2012.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_