

Membership Directory

Publication Schedule

First-Right-of-Refusal Deadline: **November 2, 2009**

Final Space Reservations: **December 21, 2009**

Publication date: **March 2010**

Materials Deadlines:

Covers & Tab Dividers: **January 4, 2010**

Run of Press Ads: **January 25, 2010**

Ad Rates

All prices are net. Prices are based on full color — no additional charges for color on covers and tab ads.

Alphabetical and Index Divider Tabs (4-color)	\$3,900
Full Page Run of Press (B&W only).....	\$2,150
Half Page Run of Press (B&W only)	\$1,150

EARLY SIGNING DISCOUNT — Deadline: November 13, 2009

Reserve your *Membership Directory* ad space by this date & receive a **15% discount** off listed price!

Letters of Agreement must be signed and returned by November 13, 2009 in order to qualify.

First Right of Refusal

Cover and tab advertisers in the *2009 Membership Directory* have the first right of refusal for exact placement of their ad in the *2010 Membership Directory*. The Letter of Agreement for this ad must be signed and returned by **November 2, 2009** in order to hold this spot. After this date, all remaining tabs will be available to all interested advertisers on a first-come, first-served basis.

Ad Sizes

The diagrams illustrate four ad formats with their respective dimensions:

- Tab Front Bleed:** 7 1/2" x 10 1/2". Trim = 7" x 10". Live Area = 5 7/8" x 9". Binding Left Side.
- Tab Back Bleed:** 7 1/2" x 10 1/2". Trim = 7" x 10". Live Area = 5 7/8" x 9". Binding Right Side.
- Full Page Run of Press (B&W only):** Bleed = 7 1/2" x 10 1/2". Trim = 7" x 10". Live Area = 5 7/8" x 9". Binding right side.
- Half Page Run of Press (B&W only):** Bleed = 7 1/2" x 5 1/4". Trim = 7" x 5". Live Area = 5 7/8" x 4 1/2". Binding right side.