



## Final Program Advertising

---

### Deadlines

- **Ad Reservations** — August 3
- **Artwork Due** — August 10

### Publication Schedule

The Final Program is distributed to CUPA-HR National Conference and Expo attendees in their registration packets on-site during the dates of the conference which will be held October 19-21, 2009.

### Ad Sizes

Publication trim size: 8.5" x 11"

All ads must be designed to the exact dimensions indicated below:

Ad Size	Width	Height
1/2 page	8"	4 3/4"
Full page	8"	10 1/2"

### File Formatting

Print ads should be formatted as follows:

- Cover positions are 4C
- Black and White ads only for all inside pages
- 300 dpi resolution or higher
- Ads will only be accepted in the form of a press quality PDF or an Encapsulated Postscript (.eps) with the correct DPI.  
*(Very important note: all fonts must be converted to outlines and all images must be embedded. Fonts which are not converted to outlines will be substituted for one which is similar).*
- Please send a low resolution PDF or hard copy of the ad for proofing purposes. This file should be clearly marked so as to not be confused with the final product.

Please include the designer's name and contact information (only to be used in case of questions). If you have design questions please contact Laura Gibson at 865-637-7673 x107 or email [advertising@cupahr.org](mailto:advertising@cupahr.org).

### How to Submit Ad

- By E-mail: Electronic files are preferred and can be e-mailed to [advertising@cupahr.org](mailto:advertising@cupahr.org).

Please do not email files greater than 5MB. For any file greater than 5MB, please email [advertising@cupahr.org](mailto:advertising@cupahr.org) with the file size and we will work with you to submit this electronically.

- By Mail: Please mail a CD containing all ad files to: ATTN: CUPA-HR Advertising,  
1811 Commons Point Drive  
Knoxville, TN 37932

**Billing Terms**

Invoices will be mailed to advertisers upon publication of the program and will be accompanied by one copy of the National Conference and Expo Final Program. Terms of billing are total net billing due within 30 days of the invoice date. The publisher reserves the right to request payment in advance.

**Sales Office**

CUPA-HR Advertising  
1811 Commons Point Drive  
Knoxville, TN 37932  
Telephone: 865-637-7673  
E-mail: [advertising@cupahr.org](mailto:advertising@cupahr.org)

**Acceptance of Advertising**

Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations, of printed and electronic advertisements; they assume responsibility for any claims made against the publisher. The publisher reserves the right to reject any advertising that it believes is not in keeping with the publication's standards. The publisher may place the word "advertisement" with any ad.