

# APPAM

Annual Fall  
Research Conference  
November 7-9, 2013 //  
Washington, DC

Power of the  
Past—Force for  
the Future

NOW  
ACCEPTING  
PROPOSALS

## ADVERTISING OPPORTUNITIES

The 2013 APPAM Fall Research Conference in Washington, DC is fast approaching. This year's conference will be held at three hotels, the Marriott Washington, Westin Grand, and the Ritz-Carlton hotels, November 7-9. There are some new and exciting things that APPAM will be doing at the Fall Conference for our institutional members. Please look through the information below and if you have any questions, please **e-mail APPAM**. This is a great opportunity to highlight your program or institution in front of 1,700 potential students and employees

Please use the Advertising Reservation Form to reserve your ad space in APPAM's 2013 Fall Research Digital Conference Preliminary, the Final Program, and the **NEW Onsite Pocket Guide Program**. New this year, this pocket guide will be an easy reference guide, smaller than the program book for you to reference while onsite at the conference. This new pocket guide will contain full page ads, offered to APPAM members for a great price (space is limited). The preliminary program will be a **digital only program**. The final program and onsite pocket guide will be a printed and available onsite at the conference.

The preliminary program on [APPAM.org](http://APPAM.org) will be seen by everyone who registers for the conference, comes to the website to get hotel information or reviews the program. The digital ads come with a link back to your website.

Don't miss out on the opportunity to dramatically increase traffic to your program's site with a digital ad in the preliminary program! **The final program and onsite pocket guide will be printed** and will be seen by the 1,700+ people that attend the conference.

Please see the Advertisement Specification Form on [APPAM.org](http://APPAM.org) for particulars on formats for the digital ads, formats for the printed ads, and how to submit the ads. The deadline for reserving and submitting ads in the preliminary program is **July 10**. The deadline for reserving and submitting ads in the final program and the new onsite pocket guide is **October 4**. See below for pricing information; APPAM institutional members receive a 15% discount on the prices below.

Please note that in order to reserve ad space in all programs; you **MUST** submit payment by either credit card or check with the contract.

### ADVERTISING OPPORTUNITIES

#### **Preliminary Program Advertisements (Online Only)**

##### **Ad Size Rates (Online only)**

Leaderboard Ad \$1,500 (2 spots only)	(728 x 90 pixels – at top of landing page)
Full Tower Ad \$900 (2 spots only)	(160 x 600 pixels - right side of landing page)
Half Tower Ad \$750 (4 spots only)	(160 x 284 pixels - left side of landing page)
Leaderboard Ad \$500 (5 spots only)	(728 x 90 pixels - at top of an interior page)
Full Tower Ad \$400 (5 spots only)	(160 x 600 pixels - right side of an interior page)
Half Tower Ad \$250 (10 spots only)	(160 x 284 pixels - left side of an interior page)

#### **Final Program Advertisements (Print Only)**

##### **Ad Size Rates**

Full Page \$1,250	Half-Page \$850
* Premium Position ad \$1,850	
* 3 available: inside front cover / inside back / outside back (first come-first served)	

#### **NEW! Onsite Program Pocket Guide (Print Only / 3" x 5.5")**

Full Page (limit of 10)	\$500
* Premium Position ad	\$850
* 3 available: inside front cover / inside back / outside back (first come-first served)	

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## ADVERTISING RESERVATION FORM

### I. CONTACT INFORMATION

Full Name: \_\_\_\_\_

Name of Institution/Organization: \_\_\_\_\_

Mailing Address for Invoice: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact person and e-mail for billing (if different than above): \_\_\_\_\_

### II. ADVERTISEMENT PURCHASED

Which program are you reserving space in?  Online Preliminary Program  Final Program  Pocket Guide

Which ad(s) are you interested in reserving? (Please write out the name(s) of the ad above) \_\_\_\_\_

Is your institution/organization an APPAM member?  Yes  No

Cost of ad(s): \_\_\_\_\_

Discount(s): \_\_\_\_\_ Member Discount 15%

TOTAL COST: \$ \_\_\_\_\_

### III. PAYMENT INFORMATION

Please provide credit card information with this completed contract. Reservations WILL NOT be accepted without credit card information.

Name on credit card: \_\_\_\_\_

Amount to be charged: \$ \_\_\_\_\_

Please charge my credit card now for the amount above.

I will send a check. I understand my credit card will be charged if payment is not received by October 31, 2013.

Payment Type:  American Express  MasterCard  Visa  Check

*Note: Checks must be received in the APPAM office by October 31, 2013.*

Credit Card Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

To submit, fax to 202.496.0134 or e-mail to [fallconference@appam.org](mailto:fallconference@appam.org). Questions? Contact Jayme Washam, 703-635-7997 ext.803