

2012 APPAM FALL RESEARCH CONFERENCE

November 8-10, 2012 / Baltimore, MD

Policy Analysis & Public Management In an Age of Scarcity:
The Challenges of Assessing Effectiveness & Efficiency

ADVERTISING OPPORTUNITIES

The 2012 APPAM Fall Research Conference in Baltimore is fast approaching. This year's conference will be held at two hotels, the Sheraton City Center and the Radisson Lord Baltimore in Baltimore, MD, November 8-10. 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 1,500 potential students and employees

Please use the Advertising Reservation Form to reserve your ad space in APPAM's 2012 Fall Research Conference preliminary and/or the final program. The preliminary program will be a **digital only program**. The final program will be a printed program that is available onsite at the conference.

The preliminary program on APPAM.org will be seen by everyone who registers for the conference, comes to the site to get hotel information or looks at 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 will be printed** and will be seen by the 1,500+ people that attend the conference.

Please see the Advertisement Specification Form on 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 **August 3**. The deadline for reserving and submitting ads in the final program is **October 7**. See below for pricing information; APPAM institutional members receive a 10% discount on the prices below.



If you purchase space in both programs, you'll receive a 10% discount on the prices below. If you are an APPAM institutional member and you reserve space in both programs, you'll receive a 20% discount on the prices below.

Please note that in order to reserve ad space in either program; you **MUST** submit credit card authorization. Your credit card will not be charged unless the invoice for the ad(s) is not paid in full by October 31, 2012.

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	Quarter Page \$650
Half-Page \$850	* Premium positions \$1,850

Note: Ads will contain bleeds

Premium positions include the inside front cover, inside back cover and back cover

Discounts for APPAM Members: APPAM Institutional Members receive a 10% discount on ad prices. If you purchase ads in both the preliminary and final programs, the rates will be discounted by 10%.

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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 Both

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 Prelim/Final Program Discount Both

TOTAL COST: \$ _____

III. PAYMENT INFORMATION

Please provide credit card information with reservation. Reservations will NOT be accepted without credit card information. Credit card will only be charged if invoice is not paid in full by October 31, 2012. Purchase orders will not be accepted.

Name on credit card: _____

Amount to be charged: \$ _____

Payment Type: American Express MasterCard Visa Check

Note: Checks must be received in the APPAM office by October 31, 2012 or brought onsite to the conference to be given to the Registrar.

Credit card number: _____

Billing Address: _____

Expiration Date: _____ Security Code: _____

Signature: _____

To submit, fax to 202.496.0134 or e-mail to fallconference@appam.org. Questions? Contact Jayme Washam, 703-615-0312.