



ASF ENERGY FORUM, NEW YORK

**Scotland Tartan Week
April 5, 2013**

**Our Energy Future: The Power of
Partnerships in America and Scotland**

ADVERTISING ORDER FORM

I would like to place an advertisement in the Program for the ASF Energy Forum 2013 to be held at Bank of America, One Bryant Park, New York, on Friday, April 5, 2013:

.....	Full page Color at \$1,250	sub total
.....	Full page Black & White at \$750	sub total
.....	Half page Black & White at \$425	sub total
		Total

Name of Individual/Business/Organization _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Fax _____ Date _____

My check made payable to *The American-Scottish Foundation* is enclosed

Please charge my credit card American Express MasterCard Visa

Name on Card (please print) _____

Card no. _____ Expiration ____/____ Code _____

Signature _____ Billing zip code _____

Please fax this form to 212 605 0222.
Artwork to be camera ready. See specification sheet.

The American-Scottish Foundation®

Scotland House, 575 Madison Avenue, 10th Floor, New York, NY 10022
Tel. 212 605 0338 · Fax. 212 605 0222 · Email. asfevents@wwbcny.com
www.americanscottishfoundation.org



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ADVERTISING Sizes (width x height):

Program trim size: 8 1/2" x 11"

Full page (framed ad/picture) maximum live area: 7 3/4" x 10"

Full page (to edge of program trim) 8 3/4" x 11 1/4" inclusive of 1/8" bleed all round

Half page (framed ad/picture) maximum live area 7 3/4" x 4 7/8"

Pricing:

Full page - color - \$1,250

Full page - B&W - \$750

Half page - B&W - \$425

Accepted applications:

Adobe Acrobat PDF files - high resolution, no compression (preferred format)

Adobe Indesign files (if transparency is used, turn on "clip complex regions". Do not turn on "simulate overprints" option in advanced settings.) Adobe Photoshop files.

Unaccepted applications:

Corel Draw, Macromedia Freehand, Word Perfect, MS Powerpoint, Publisher, Excel, Word (except for supply of copy if we are to prepare ad for you), QuarkXpress.

Image usage format:

Accepted: EPS, TIFF or JPG, PNG, native AI and PS files

Images must be minimum 300DPI 100%. Beware of inserting color images into B&W PDF files; please ensure they are greyscale before embedding. Embed all screen and printer fonts in picture/art files. Unaccepted: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, TARGA, IFF, PIXAR, WPX, Metafiles, web images or film

Fonts: Type 1 Postscript fonts (supply screen and printer fonts) - true type only if embedded in a PDF. Use actual fonts where possible or create in an illustration program. Create outlines in AI. 5pt type size minimum.

Submission:

Email files to Mark Beaumont at MABeaumont@aol.com (www.baybytes.com) who will also answer technical queries and can assist with production if necessary.

Payment should be made directly to the event staff at:

The American-Scottish Foundation, Inc., Scotland House®,
575 Madison Avenue, Suite 1006, New York, NY 10022.

Telephone: 212-605-0338. Email: asfevents@wwbcny.com