

2010 BAY AREA SUNDAY SCHOOL CONVENTION (BASS) 2010 NORTHWEST MINISTRY CONFERENCE (NWMC)

AD RATES & SPECS

"2010 OFFICIAL PROGRAMS"

HIGH QUALITY • FULL COLOR

33,500 COMBINED CIRCULATION

RESERVING YOUR AD IS AS EASY AS 1-2-3

1. Choose one or both Event Programs in which you would like to place your ad :

Bay Area Sunday School Convention (BASS)
or
Northwest Ministry Conference (NWCEC)

2. Choose the ad size and rate that fits your budget.

3. Reserve your ad by contacting Xpo Press at the numbers listed to the right.

1. EVENT PROGRAMS	Pre-Event and Event Circulation*	Ad Reservation Deadlines	Event Program Distribution Dates
BASS Convention San Francisco, CA Bay Area Sunday School Convention	Pre-Event Circulation* 10,000 Event Circulation* 3,500 Total Circulation* 13,500	November 23	Pre-Event Distribution Dates January 8 thru Event Event Distribution Dates March 4-6, 2010
NWMC Conference Seattle, WA Northwest Ministry Conference (formerly Northwest Christian Education Conference)	Pre-Event Circulation* 15,000 Event Circulation* 5,000 Total Circulation* 20,000	November 25	Pre-Event Distribution Dates January 9 thru Event Event Distribution Dates March 18-20, 2010

2. AD RATES		
SIZE	BASS	NWMC
1/8 Page - B & W - Color	\$263 \$328	\$288 \$359
1/4 Page - B & W - Color	\$420 \$525	\$460 \$575
1/2 Page - B & W - Color	\$672 \$840	\$736 \$920
Full Page - B & W - Color	\$1075 \$1344	\$1178 \$1472
Inside Covers & P. 3** (Full Page & Color)	\$1662	\$1861
Back Cover** (Full page & color only)	\$1980	\$2250
ONLINE BANNER & WEB LINK OPTIONS*		
Banner Ad on www.XpoPress.com	As low as \$199	As low as \$199
Website Linked from www.XpoPress.com	\$35	\$35

3. RESERVE YOUR AD BY CONTACTING XPO PRESS:

Mail To: P. O. Box 740864 • Arvada, Colorado 80006

Toll Free: (877) 621-6143

In Denver Area: (720) 946-2808

Fax: (303) 428-5592

Email: xsupport@XpoPress.com

www.XpoPress.com

* Go to <http://xpopress.com/cc.html> to download details.



YOU MAY RECEIVE UP TO 13% OFF!

10% OFF for ads provided camera-ready.

3% OFF for full payment made within 14 days of invoicing.

(Additional 20% OFF for NWMC Conference Sponsors!)

AD DESIGN INCLUDED IN RATE

Rates include ad design by Xpo Press if needed. Ad design is limited to your logo plus one graphic or photo. Text includes your company name, address, all contact numbers, and up to 40 additional words (four or more letters per word). Additional graphics or photos \$25.00 each. Additional typesetting 25¢ per word.

*CIRCULATION

Your ad will receive the **TOTAL CIRCULATION** of the program, both pre-event as well as event circulation. **PRE-EVENT CIRCULATION** is mailed and distributed through Christian retail outlets, ministries & churches prior to the event. **EVENT CIRCULATION** is distributed to attendees of the convention or conference during the dates of the event.

**PAGE 3 & COVER PLACEMENT

"First right of refusal" is offered next year to advertisers reserving Page 3, Back Cover or Front/Back Inside Covers this year. Only full-paying, cash-sale advertisers qualify. These special placement ads are full-page and full-color only.

CHOOSE FROM 5 DISPLAY AD SIZES

FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Non-Bleed 7 1/4" wide X 9 3/4" tall Bleed 8 7/8" wide X 11 3/8" tall	Horizontal 7 1/4" wide X 4 3/4" tall	Vertical 3 1/2" wide X 9 3/4" tall	One Size 3 1/2" wide X 4 3/4" tall
			One Size 3 1/2" wide X 2 1/4" tall

Trim size of the program is 8 3/8" wide X 10 7/8" tall.

CAMERA READY SPECIFICATIONS

Camera-ready art must be provided electronically (via e-mail to Tammy Hemingway at design@xpopress.com or mailed on disk) in TIFF, EPS, PDF, JPG or native Adobe Illustrator files. All fonts must be embedded. Minimum 300 dpi images in CMYK color mode are the only acceptable formats, no RGB or LAB. Full camera-ready discount may not apply if Xpo Press needs to re-size or manipulate your ad file in any way.