

NJASA TECHSPO® 2020 PROGRAM BOOKLET AD CRITERIA

- ☺ You must be a NJASA Allied Member to advertise in the Techspo® 2020 Program Booklet. Deadline to reserve space is: **TUESDAY, JANUARY 7, 2020**

- ☺ Ad copy and payment are due no later than: **FRIDAY, JANUARY 10, 2020**

- ☺ Ad Specs: Full-page 3 ¼ X 8 (WxH) - Half-page 3 ¼ X 4 (WxH)

- ☺ **ADVERTISING RATES: Full-page \$500.00 - Half-page \$350.00**

- ☹ Incorrectly sized ads cannot be used and will not be accepted – do not send oversize or undersize ads – if your ad is incorrectly sized your ad will be pulled – **NJASA is not responsible for ensuring your company submits proper ad copy and ad size – NJASA will try, when possible, to screen ads.**

- ☺ **All ads are black and white.** *(Except: inside front cover, inside back and back cover ad placements)*

- ☺ ALL ads must be boxed/bordered or **will be** boxed/bordered at placement time.

- ☺ You may reuse ad copy from the previous calendar year provided there are no changes.

- ☺ All copy changes are the responsibility of the advertiser – please revise your ad if needed – NJASA will NOT provide changes for your ad copy.

- ☺ Ad copy should be submitted electronically in PDF format to Christina Washington, NJASA Communications Support at cwashington@njasa.net **NO LATER THAN FRIDAY, JANUARY 10, 2020.** Please take note: ☹ Microsoft Word and/or Microsoft Publisher documents ARE NOT acceptable formats. ☺ PDF files preferred.

- ☺ **IMPORTANT: Your ad must be paid in advance.** The deadline to submit the NJASA Techspo 2020 Ad Contract to reserve space is **TUESDAY, JANUARY 7, 2020**. Your payment and ad copy **MUST** be received no later than **FRIDAY, JANUARY 10, 2020, NO EXCEPTIONS.** To reserve space please fax or email your signed contract to Christina Washington at (609) 599 – 9359 or cwashington@njasa.net.