

Syllabus Ad

You may also be interested in placing an ad in our syllabus. This paid spot would be in addition to the information described in the syllabus section. You may place an ad in our syllabus even if you are unable to attend the conference.

- 1) Ads are available in two sizes.
 - (a) A small ad approx. 4.5" wide by 3.5" long, costs \$32.50.
 - (b) A large ad approx. 4.5" wide by 7.25" long costs \$47.50.
- 2) Ads are to be supplied in Adobe Acrobat PDF format. PDF's should be created with the highest resolution setting (press quality). All fonts are to be 100% embedded in PDF. Please supply the PDF in the size format to match the advertising space you have requested. Please keep in mind that resolution is controlled also by the resolution of the original graphics being used. Graphics pulled from web sites should be avoided as they are generally only 72dpi (screen resolution) and will be poor quality when printed.

The diagram illustrates the ad layout on a page. On the left, under the heading 'Top of page', there are two 'Small' ads stacked vertically. Each small ad is 4.5 inches wide and 3.5 inches high. A vertical dashed line labeled 'Centre Fold' is positioned between the two small ads. To the right of the 'Centre Fold' is a 'Large' ad, which is 4.5 inches wide and 7.25 inches high. The top of the large ad is aligned with the top of the page.
- 3) Since the syllabus is not printed in colour, you may prefer to send your ad in greyscale rather than in colour.
- 4) If you are unable to supply a PDF, please send the wording that you wish to have and we will format it for you. Any graphics or photos that you wish to have in the ad must be a high resolution tiff or jpg format. If you have a sample or suggestion of how you would like to see it, we will try to accommodate you as much as we can.
- 5) The ads will all be located in one section of the syllabus.
- 6) The vision of the conference is to present materials useful for homeschooling and the committee reserves the right to not include ads that do not fit this mandate. Should this occur, the ad cost would be refunded.
- 7) Information for the ad should be sent to kwhsconference@kwchea.ca as soon as possible.
- 8) Ad information **will not be accepted after January 4, 2012.**
- 9) Spaces against a wall cost an additional \$10 per space. **Wall Spaces** are LIMITED and are allocated on a first registered - first served basis. A **Wall Space** is eight feet long by six feet deep. Since wall spaces are LIMITED, please consider other options when you register. Please contact the exhibitor coordinator for other possible configurations for standard and premium end spaces.
- 10) **Premium End Spaces** are approximately the size of two Standard Spaces, with the added option of a third table. Because they are on the end of a row and provide aisle frontage on three sides, these offer maximum exposure to potential