



INTERNATIONAL
ASSOCIATION OF
PROFESSIONAL
SECURITY
CONSULTANTS

IAPSC Sponsorship Ad & e-News Specifications

ADVERTISING & LOGO SPECIFICATIONS

ADVERTISING SPECIFICATIONS

Sizing: 8.5" x 11", coil binding, bleed tabs

Bleed: 8.8" x 11.3"

Live area: 3.75" x 5"

Resolution: 300 dpi

Ink: Black & white

FORMAT

- Press-optimized Adobe PDF with all fonts and images embedded.
- Ads must be set to appropriate dimensions. All fonts (printer and screen), graphics (line art or halftone with high-resolution image in place) and EPS, TIFF, or JPG files must be embedded.
- All colors and images must be converted to Grayscale.
- All images must be 100% of size and minimum of 300 dpi (half-tones) and 1200 dpi (line art).

Advertisements for the IAPSC Annual Conference program must adhere to the dimensions above (see diagram to the right). If an advertiser submits an advertisement in a size other than what is stated above, IAPSC reserves the right to alter it to fit the space specified.

LOGO SPECIFICATIONS

All logo files must be submitted in EPS. In addition to the EPS file, you may also submit other file formats, such as PDF, JPG, or AI. All fonts must be converted to outlines. Platinum sponsor logos can be submitted in color for the inside-front cover page. Any logos printed in the main body of the onsite program will be printed and converted to grayscale. Logos must be high resolution (300 dpi min).

ART GUIDELINES

Page Trim: 8.5" x 11"

1/2 Page Ad
Live Area: 3.75" x 5"

Only Platinum Sponsors are
eligible for a 1/2 page ad

E-NEWSLETTER FEATURES

WHAT'S INCLUDED?

Sponsorship Level	Platinum	Gold	Silver	Bronze
e-Newsletter Presence <i>(approx. distribution 2,000+)</i>	<ul style="list-style-type: none"> Three (3) features during the year with website/logo link and short blurb Conference sponsorship recognition in at least three (3) issues 	<ul style="list-style-type: none"> Two (2) features during the year with website/logo link and short blurb Conference sponsorship recognition in at least two (2) issues 	<ul style="list-style-type: none"> One (1) feature during the year with website/logo link and short blurb Conference sponsorship recognition in at least one (1) issue 	<ul style="list-style-type: none"> Conference sponsorship recognition in at least one (1) issue

e-Newsletter items can be, but is not limited to, an article or white paper recently published by your organization, a logo with company description, or a new product showcase.

Please select the month(s) on which you would like your company to be featured*.

- | | | | |
|------------|--------|-------------|------------|
| • February | • May | • August | • November |
| • March | • June | • September | • December |
| • April | • July | • October | |

*Sponsorship items will be featured in the e-Newsletter on a first come, first serve basis. The IAPSC will do our best to feature your article, white paper, logo, etc. on your requested month(s) or as close to it as possible.

Important: Your e-Newsletter item is due to IAPSC offices, no later than the last Monday of the month prior to your chosen month above.

Articles & White Papers

IAPSC will publish up to 100 words of the article or white paper within the e-Newsletter, with a direct link to the article or white paper on your company website. Send IAPSC the 100 word description you would like to include; otherwise, the first 100 words of the article/white paper will be published with the link.

Product Feature

Products features/descriptions are limited to 100 words or less and will be published with a link to the product website.

Logo Recognition

If you choose not to submit an article, white paper, or other feature, IAPSC will publish your logo and company description during your chosen month.

Sample Product Feature



5-Word Headline

100 word or less description goes here. Sample text sample text sample text sample text sample text sample text.