

HFES 52nd Annual Meeting (2008) Advertising Reservation Form

This binding contract serves as a reservation/insertion order for HFES 52nd Annual Meeting exhibitors who wish to reserve promotional programs. *All reservations must be accompanied in writing by a copy of this insertion order or your purchase order*; oral reservations alone will not hold advertising space or other promotions. Cancellations are not accepted after the art due deadlines shown below. *All advertising rates are noncommissionable*. HFES reserves the right to refuse any ad if it is inappropriate. Contact HFES (310/394-1811, lois@hfes.org) for details about sending artwork electronically. **Prepayment is required** (check payable to Human Factors and Ergonomics Society, MasterCard, VISA, American Express) with advertising artwork (see dates below) or with the exhibit fees (see Exhibitor/Sponsor Contract). Book your ad space online at <https://www.signup4.net/Public/ap.aspx?EID=HFES12E>, or complete and return this form with payment to: Dick Bublitz, 22247 Burbank Blvd., Woodland Hills, CA 91367 USA; 800/485-5029 or phone/fax 818/992-0366, dick-rcb@juno.com.

Exhibitor: _____ Booth Number: _____

Contact Name: _____ Phone: _____

Address: _____ E-mail: _____

City/State/Zip: _____

Total amount due: _____ Date payment due (art due date): _____

Advertising space authorized by: _____ Date: _____

HFES BULLETIN - MAY 2008 ISSUE, 8-1/2 x 11" trim

Reserve by MARCH 31; camera-ready artwork due APRIL 7; black; ask about cost to add PMS 348 green

| Check one: | Ad Size | Regular Rate | Exhibitor Rate | Dimensions |
|------------|-------------------|--------------|----------------|-------------------|
| _____ | Full page | \$2200 | \$1980 | 7-3/8 x 8-7/8" |
| _____ | Half horizontal | \$1485 | \$1337 | 7-3/8 x 4-5/16" |
| _____ | Half vertical | \$1485 | \$1337 | 3-9/16 x 8-7/8" |
| _____ | Quarter | \$ 990 | \$ 890 | 3-1/4 x 4-1/2" |
| _____ | Eighth horizontal | \$ 770 | \$ 693 | 3-9/16 x 2-1/8" |
| _____ | Eighth vertical | \$ 770 | \$ 693 | 1-11/16 x 4-7/16" |

ERGONOMICS IN DESIGN - SUMMER 2008 ISSUE, 8-1/2 x 11" trim

Reserve by MAY 30 camera-ready art due JUNE 6; black and white only

| Check one: | Ad Size | Regular Rate | Exhibitor Rate | Dimensions |
|------------|----------------------|--------------|----------------|-----------------------|
| _____ | Full page | \$1540 | \$1386 | 7-3/8 x 9-5/8" |
| _____ | Two-thirds vertical | \$1210 | \$1089 | 4-13/16 x 9-5/8" |
| _____ | Half page horizontal | \$1000 | \$ 900 | 7-3/8 x 4-9/16" |
| _____ | Third vertical | \$ 770 | \$ 693 | 2-1/4 x 9-5/8" |
| _____ | Sixth page | \$ 550 | \$ 495 | 2-1/4 x 4-9/16" |
| _____ | Cover II | \$2650 | \$2385 | 8-3/4 x 11-1/4 bleed |
| _____ | Cover III | \$2200 | \$1980 | 8-3/4 x 11-1/4" bleed |
| _____ | Cover IV | \$3080 | \$2772 | 8-3/4 x 11-1/4" bleed |

ANNUAL MEETING PROGRAM, 8-1/2 x 11" trim

Reserve by JULY 11; camera-ready art due JULY 18;

black & white, call HFES for quote to print four colors (color proof required)

| Check one: | Ad Size | Regular Rate | Exhibitor Rate | Dimensions |
|------------|----------------------|--------------|----------------|----------------|
| _____ | Inside back cover | \$990 | \$890 | 7-3/8 x 9" |
| _____ | Full inside page | \$890 | \$800 | 7-3/8 x 9" |
| _____ | Half page vertical | \$550 | \$495 | 3-1/2 x 9" |
| _____ | Half page horizontal | \$550 | \$495 | 7-3/8 x 4-1/4" |

2008 ON-SITE NEWSLETTER, 8-1/2 x 11" trim

Reserve by AUGUST 15; camera-ready art due AUGUST 22; black and white only

| Check one: | Ad Size | 1X Rate | 1X Exhibitor | 4X Rate | 4X Exhibitor | Dimensions |
|------------|----------------------|---------|--------------|---------|--------------|------------|
| _____ | Full page | \$770 | \$695 | \$615 | \$555 | 8 x 10" |
| _____ | Half page vertical | \$440 | \$395 | \$350 | \$315 | 4 x 10" |
| _____ | Half page horizontal | \$440 | \$395 | \$350 | \$315 | 8 x 5" |
| _____ | Quarter page | \$275 | \$250 | \$220 | \$200 | 4 x 5" |

REGISTRATION BAG LITERATURE INSERTS

Reserve by AUGUST 22; sample required for HFES approval; due date sent with approval

Maximum 2 inserts up to A4 size; send 1300 copies of each insert

| Check one: | Insertion | Regular Rate | Exhibitor Rate |
|------------|---------------|--------------|----------------|
| _____ | First insert | \$880 | \$770 |
| _____ | Second insert | \$770 | \$550 |