

HFES 54th Annual Meeting (2010) Advertising Reservation Form

This binding contract serves as a reservation/insertion order for HFES 54th 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 space reservations. Reserve online at <http://www.hfes.org/web/HFESMeetings/2010annualmeeting.html> (follow the link to Exhibits and Sponsorships) or complete and return this form to: Dick Bublitz, 22247 Burbank Blvd., Woodland Hills, CA 91367 USA; 800/485-5029 or phone/fax 818/992-0366, dickbublitz@sbcglobal.net.

Exhibitor: _____ Booth Number: _____

Contact Name: _____ Phone: _____

Address: _____ E-mail: _____

City/State/Zip: _____

Total amount due (with reservation): _____

Advertising space authorized by: _____ Date: _____

HFES BULLETIN - JUNE 2010 ISSUE, 8-1/2 x 11" trim

Reserve by MAY 3; Web-ready artwork due MAY 10; black; animation OK (maximum size 100 kb), ask about cost to set up

Check one:	Ad Size	Regular Rate	Exhibitor Rate	Dimensions
_____	Large banner	\$1,590	\$1,431	144 x 240 pixels
_____	Medium banner	\$1,250	\$1,125	144 x 120 pixels
_____	Small banner	\$1,100	\$ 990	144 x 80 pixels

ERGONOMICS IN DESIGN - SUMMER 2010 ISSUE, 8-1/2 x 11" trim

Reserve by JUNE 1; camera-ready art due JUNE 7; 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 AUGUST 16 camera-ready art due AUGUST 23; black & white, call HFES for quote to print four colors (color proof required)

Check one:	Ad Size	Regular Rate	Exhibitor Rate	Dimensions
_____	Inside front 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"

2010 ON-SITE NEWSLETTER, 8-1/2 x 11" trim

Reserve by AUGUST 16; camera-ready art due AUGUST 23; 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 23; 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