



2017 CONFERENCE ADVERTISING

Employment, Training, Benefits & Wellness Conference

May 16, 2017 • Columbia, Missouri
Stoney Creek Conference Center

ADVERTISING

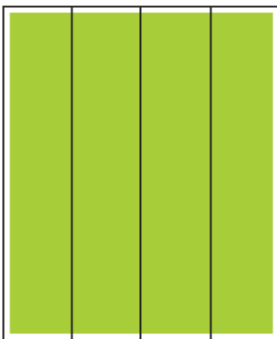
The Missouri Employment Conference: Employment, Training, Benefits & Wellness is very well received and is one of our most anticipated events of the year. Hundreds of attendees use the program guide as their primary source of information throughout the conference. The program is a great vehicle to get your brand in front of attendees and entice them to learn more about what you have to offer! Please contact Nan Boland at Nan@MissouriEmploymentConference.com to reserve your spot!

AD SIZES	PRICE	ADVERTISING SPACE DEADLINE
Full Page, Color	\$2000	Please submit your final ad per the MEC Program Advertising Requirements by April 1, 2017. Send files to: Nan@MissouriEmploymentConference.com
Half Page, Color	\$1500	
Quarter Page, Color	\$1000	

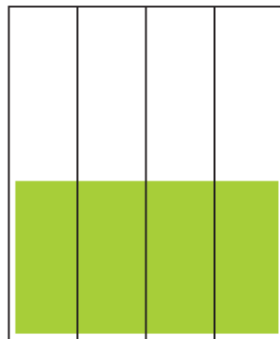
MEC Program Advertising Requirements

Please follow these guidelines if you are submitting an ad for the MEC Program:

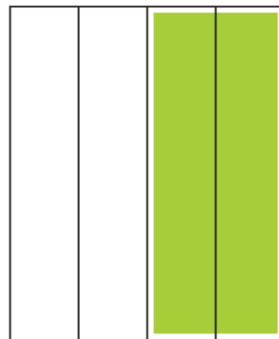
Full Page:
8" w x 10.5" h



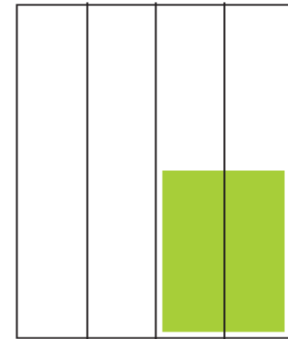
Half Page (H):
8" w x 5.125" h



Half Page (V):
4" w x 10.5" h



Quarter Page:
3.875" w x 5.125" h



AD SUBMISSION GUIDELINES

- Ad materials must be supplied in PDF x1-a (2001) High Quality Print format. Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- You may include a border, but do not output with trim marks or bleeds.
- Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles.
- All fonts must be embedded or outlined before converting to PDF format.
- Minimum size of type intended to knock out is 8pt.
- Please submit ad materials through our advertising agency, Oglesby Creative Group.

Send files to:
jim@ocgroupllc.com