



**Advertisement Application**  
**Program Book**

*Deadline for Receipt of Form and Ad: April 11, 2011*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**Specifications:**

Size	<u>Live Area</u>	<u>Book Trim Size</u>
	7-1/2"Wx10"L	8-1/2"Wx10-7/8"L

- Allow 1/8" all around for bleed if desired
- Avoid placing type within 1/2" of the left/right margins
- Format Ad as high-resolution pdf (be certain to embed all fonts)
- Post ads to the following site: [ftp.faseb.org](http://ftp.faseb.org)  
User ID: ftp123  
Password: tempftp123

*User ID and Password are case sensitive*

Please select your ad placement:

- \$1,500      Outside back cover, full page, 4-color
- \$1,000      Inside back cover, full page, black and white only
- \$ 700        Inside full page, facing inside back cover, black and white only
- \$ 500        Inside full page, alphabetical placement, black and white only

Total Amount Due \$ \_\_\_\_\_

Check - Payable to GSA

Credit Card:       American Express     Discover     MasterCard     VISA

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3 Digit Security Code \_\_\_\_\_

PRINT name as it appears on Card \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Please fax this form for receipt by April 11, 2011 to: Suzy Brown, 301/634-7079