

INTA 127<sup>th</sup> Annual Meeting, May 14 – 18, 2005  
 San Diego Convention Center  
 San Diego, California, USA

**ADVERTISING AND MAILING LIST OPPORTUNITIES**

**INTA DAILY**

Distributed daily to meeting attendees, the *INTA Daily News* offers a calendar of the day's events plus a mix of news, photographs and commentary from attendees, in-depth interviews, features about brand management, trademark law and local information about San Diego.

The *INTA Daily News* is THE daily source of important meeting information for all attendees and an effective way to gain exposure for your organization within this community of global trademark professionals.

The *INTA Daily News* is published in cooperation with Managing Intellectual Property (MIP). If you wish to book advertising space, please contact the MIP business manager for your region listed below and see the [INTA Daily News FLYER](#) for more details.

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**FINAL PROGRAM (Available only to Exhibitors and Sponsors of the Annual Meeting)**

INTA gives 127<sup>th</sup> Annual Meeting exhibitors and sponsors the opportunity to advertise in the printed Annual Meeting *Final Program*. The *Final Program* is distributed to all meeting attendees and contains a schedule of the meeting, programs and events, exhibition directory, exhibition floor plan, and other pertinent meeting information. Advertising in this polished and comprehensive piece provides guaranteed exposure to meeting attendees for your company.

Note: Publication is 5 ½” wide x 8 ½” length (139.7mm wide x 215.9mm length) and is printed in a 4-Color format.

<b><u>Ad Size and Placement</u></b>	<b><u>Fee</u></b>	<b><u>w/Mailing List (pre or post)</u></b>
Full Page	US \$1,200	US \$1,900
Outside Back Cover	US \$2,090	US \$2,790
Inside Front or Back Cover	US \$1,540	US \$2,240

**ATTENDEE DIRECTORY (Available only to Exhibitors and Sponsors of the Annual Meeting)**

Next to the *Final Program*, this listing of Annual Meeting attendees is the hottest publication at the meeting and one that attendees will reference repeatedly. The *Attendee Directory* includes the name, company/affiliation, location and hotel of each attendee.

Note: Publication is 8 ½” wide x 11” length (215.9mm wide x 279.4mm length) and is printed in *black & white*.

<u>Ad Size and Placement</u>	<u>Fee</u>	<u>w/Mailing List (pre or post)</u>
Full Page	US \$ 900	US \$1,600
Outside Back Cover	US \$1,540	US \$2,240
Inside Front or Back Cover	US \$1,100	US \$1,800

NOTE: Ad placement for the *Final Program* and *Attendee Directory* will be assigned based on the priority assigned to an exhibitor and/or sponsor per the process outlined in the [Exhibitor and Sponsor Assignment Process](#).

**ATTENDEE MAILING LIST (Available only to Exhibitors and Sponsors of the Annual Meeting)**

Choose from the pre- or post-conference attendee mailing list. The list will be emailed to you in ASCII delimited format, and will include attendee names, company/affiliation and company addresses. The pre-meeting list will be emailed on April 8, 2005. The post-meeting list will be emailed on June 3, 2005.

	<u>Fee</u>
<b>One-time use of pre- or post-conference attendee mailing list</b>	US \$1,500.00

NOTE: There is a maximum two-time paid use of the attendee mailing list per exhibitor/sponsor, per meeting.

## ADVERTISEMENT MATERIAL SPECIFICATIONS

INTA reserves the right to limit advertisements to products and services, which, in its opinion, are pertinent to trademark management and the subject matter of this meeting. INTA reserves the right to refuse any advertisements that it deems inappropriate for inclusion. Furthermore, advertising in INTA's 127<sup>th</sup> Annual Meeting *Final Program* and *Attendee Directory* in no way connotes endorsement by INTA of the products or services noted.

### **Final Program**

FULL PAGE (4-Color) and COVER (4-Color)

#### **Page Size**

5.5" (w) x 8.5" (h) / 139.7mm (w) x 215.9mm (h)

#### **Bleed**

¼" bleed (6.35mm) on all sides  
6" (w) x 9" (h) / 152.4mm (w) x 228.6mm (h)

#### **Trim Size**

5.5" (w) x 8.5" (h) / 139.7mm (w) x 215.9mm (h)

#### **Text Margins**

Please allow for a ½" margin (12.7mm) on all sides

### **Attendee Directory**

FULL PAGE (Black & White) and COVER (Black & White)

#### **Page Size**

8.5" (w) x 11" (h) / 215.9mm (w) x 279.4mm (h)

#### **Trim Size**

8.5" (w) x 11" (h) / 215.9mm (w) x 279.4mm (h)

#### **Bleed**

¼" bleed on all sides  
9" (w) x 11.5" (h) / 228.6mm (w) x 292.1mm (h)

#### **Text Margins**

Please allow for a ½" margin (12.7mm) on all sides.

### **Preferred File Formats**

- Illustrator EPS files: Please convert fonts to outlines and ensure pictures/logos are CMYK before saving as an EPS file.

- Photoshop EPS files: Set at 300 dpi. All graphics must be high resolution.
- TIFF files: Set at 300 dpi. All graphics must be high resolution.
- PDF files: Must be print optimized at 300 dpi and all fonts must be embedded.

**Quark and Photoshop (.psd) files will not be accepted.**

### **Resolution and Color**

- All graphics must use CMYK color breakdown and be at least 300 dpi.
- Artwork must be labeled clearly with company name and contact, and a color copy/proof must be supplied for each advertisement.