



THE 17th ANNUAL NATIONAL CONFERENCE ON CHRISTIAN APOLOGETICS



**Charlotte, North Carolina
Oct. 15 – 16, 2010**



ADVERTISING GUIDE



The 17th ANNUAL NATIONAL CONFERENCE ON CHRISTIAN APOLOGETICS

Charlotte, NC October 15 - 16

COMMEMORATIVE PROGRAM ADVERTISING

Ad Specs and Rates:

All ads inside the book are Black/White. The ads that are on the cover are 4-color process.

INSIDE ADS:	Size:	Price:
Inside Full Page (Black/White):	7.75 w X 10.25h	\$ 500
Inside Half Page (Black/White):	7.75 w X 5.0625 h	\$ 275
Inside Quarter Page (Black/White):	3.8125 w X 5.0625 h	\$ 195

All ads should be grayscale at 266ppi or 300ppi resolution. They should be print-ready pdfs, tiffs, or high-quality jpeg files.

COVER ADS:	Size:	Price:
Outside Back Cover Full page/Full color:	8.5 w X 11 h	\$1,500
Inside Front Cover Full page/Full color:	8.5 w X 11 h	\$1,000
Inside Back Cover Full page/Full color:	8.5 w X 11 h	\$1,000

All cover ads should have an additional .125" bleed on all sides and CMYK color at 266ppi or 300ppi resolution. They should be print-ready pdfs, tiffs, or high quality jpeg files.

Apogee Creative (Adam Tucker) is handling the program layout. Therefore please e-mail the graphics files to Adam adamt@triad.rr.com and to Jeri Zangmeister jezang@windstream.net. After sending the files please also e-mail Adam and Jeri directly without attaching the file in the event the attachment does not e-mail properly. **An e-mail notification is very important.**

All artwork needs to be received no later than September 15, 2010. Payment must be received by October 1, 2010.

*Prices are subject to change without notice.

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ADDITIONAL ADVERTISING OPPORTUNITIES

VIDEO:

Show your organization's video between sessions at the Conference. Videos may be no longer than 3 minutes and are subject to review and approval by SES. Videos will only be shown one time at one stage area. Limited availability. Final decision regarding schedule will be up to the discretion of SES.

Friday evening (only 2 available): - \$2,000

Saturday morning (only 2 available): - \$2,000

Saturday afternoon (only 2 available): - \$2,000

Video must be provided by October 1, 2010 or the space will be released to an organization on the waiting list.

SLIDES:

Show your organization's slide between sessions at the Conference. Slides will be placed in a queue and displayed on a rotating basis. Slides are guaranteed to have a minimum of 20 impressions during the course of the two-day event.

Cost for one slide - \$350

Slide must be provided by October 1, 2010 to be included in the conference.

CONFERENCE ATTENDEE BAGS:

Share a brochure or printed piece of information about your organization. Every conference attendee will receive a plastic bag filled with items from various ministries in addition to the conference schedule and materials. The items for the bags must be provided by your organization. SES will provide an estimate of the number of items needed. SES will not be responsible for duplicating items. All materials are subject to review and approval by SES. All shipping costs of the items are your organization's responsibility.

Flat or one sheet item - \$150

Bound material (such as a thick booklet or book) - \$500

Other - key ring, pen, button, magnet, etc. - \$500

Items must be provided by October 1, 2010 to be included in the conference attendee bag.

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APPLICATION AND CONTRACT FOR ADS

INSTRUCTIONS: (1) Complete this application (Type or Print). (2) Attach a check or indicate credit card payment below for the full amount payable to: Southern Evangelical Seminary. (3) Mail this application form and payment to Southern Evangelical Seminary, Attn: Jeri Zangmeister, 3000 Tilley Morris Rd., Matthews, NC 28105. Or, Fax: 704-845-1747 Attn: Jeri Zangmeister. Or, email to Jeri Zangmeister at jezang@windstream.net.

INFORMATION:

NAME/CONTACT PERSON: _____

PHONE: _____ FAX: _____ CELL: _____

ORGANIZATION: _____

ADDRESS: _____

E-mail _____ Web site _____

Full payment must be received no later than Friday, October 1, 2010 for all advertising. If paying by credit card, the full amount will be charged upon acceptance of the application. Space will be reserved only after receipt of payment in full. If payment in full is not received by October 1, 2010 any reserved space will be released. All advertisers should provide materials needed by the deadlines specified above. Advertisement layout in the commemorative program book is subject to approval by the conference organizers. Pay with Visa, MasterCard or American Express via the form below. Your signature below confirms that you understand and will abide by these guidelines.

We, the above signed organization, have read and agreed to the above stated guidelines for the advertisement space.

Signature: _____ Date: _____

ADVERTISING SELECTIONS:

Commemorative Program Ad:

_____ page ad(s) _____ (ad size) @ \$ _____ rate

Video (no longer than 3 minutes): @ \$ _____

Slide (one per organization): @ \$ _____

Item for conference attendee bag (please specify flat, bound or other): @ \$ _____

CONTINUED – next page

TOTAL \$ _____

ADVERTISING PAYMENT:

Check payable to: Southern Evangelical Seminary.

I authorize SESBC to make charges in the amount of \$_____.00 to the following credit card.

AMEX VISA MASTERCARD

ACCOUNT NUMBER EXPIRATION DATE

CARDHOLDER NAME (please print) CARDHOLDER SIGNATURE

ORGANIZATION NAME

FOR OFFICIAL USE ONLY:	
Check #: _____	Date received: _____ Received by: _____
Approved: _____	Date: _____

