



# InterConnect2015

The Premier Cloud & Mobile Conference



## Ad in Guide (full page; subject to availability)

Full Page, 4-Color, Sponsor-Provided Ad in Guide

### Ad must be approved by IBM

Outside Back Cover .....	<b>\$4,000</b>
Inside Front Cover .....	<b>\$3,500</b>
Inside Back Cover .....	<b>\$3,500</b>
Inside Page .....	<b>\$2,500</b>

### AD SPECIFICATIONS / ACCEPTABLE FILE FORMATS:

#### (Size of Ad in inches):

- Trim size: 5 x 7
- Full page, live area: 4 x 6
- Full page, bleed: 5 ¼ x 7 ¼
- Approximate perfect bound spine – ¼

### ELECTRONIC AD FILE SUBMISSION

- Software: QuarkXPress (up to Version 9), InDesign (up to Version CS6).
- Illustrator (up to Version CS6), Photoshop (up to Version CS6).
- High resolution print-ready PDFs (no smaller than 300 dpi, CMYK) with fonts embedded and crop marks to show finished size are also acceptable.
- Please include all images, fonts and miscellaneous linked files. Acceptable electronic file formats are TIFF, JPEG, or EPS.

**DEADLINES:**

December 19<sup>th</sup>, 2014

Send low-resolution PDF to [sduven@us.ibm.com](mailto:sduven@us.ibm.com) for IBM approval.

January 9<sup>th</sup>, 2014

Once low-resolution PDF is approved, send high-resolution file to [sduven@us.ibm.com](mailto:sduven@us.ibm.com).

**SUBMISSION INSTRUCTIONS:**

1. Send only a low-resolution PDF version of your ad to [sduven@us.ibm.com](mailto:sduven@us.ibm.com) for IBM approval.
2. Once IBM approval has been received, email your high-resolution file to [sduven@us.ibm.com](mailto:sduven@us.ibm.com).

**FOR MORE INFORMATION:**

To secure this promotion, contact Bob Melton ([bmelton@us.ibm.com](mailto:bmelton@us.ibm.com), 770-804-1162) or Anthony Ramon ([aramon@us.ibm.com](mailto:aramon@us.ibm.com), 510-769-5606).

If your promotion is already purchased and you have questions, contact Susan Duven ([sduven@us.ibm.com](mailto:sduven@us.ibm.com), 719-488-2109).