



**ASME International Gas Turbine Institute**

Please return the Insertion Order Form with all information completed to:

Email: [igtiexpo@asme.org](mailto:igtiexpo@asme.org)

**TURBO EXPO PROGRAM ADVERTISING INSERTION ORDER FORM**

I wish to advertise in the:  Online Advance & Final Programs  Final Program

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

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

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

City/State/Country/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**Ad Size:**

- Full: \$2500
- Half Page \$1750
- Quarter Page: \$1250

**Color:**

- 4-Color Process (CMYK) \$500
- Black & White: No Extra Charge
- Bleed: No Extra Charge

**Ad Position:**

- Inside Front Cover \$500
- Inside Back Cover \$500
- Back Cover \$750
- Run of Pub: No Charge

**EXHIBIT DIRECTORY ENHANCED LISTINGS**

- Black and White Logo: \$100
- Color Logo: \$200
- Enhanced Listing: \$125 (up to 40 words)

**Total Cost:** \_\_\_\_\_ (Add \$1000.00 to total for non-exhibiting companies.)

Authorized by: Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Deadline for Artwork (If we do not have the artwork by the deadline, the piece may not be included in the programs.)**

Final Program: March 2022

## General Information

**Copy Protective Clause.** Advertisers and advertising agencies assume liabilities for content of advertisements, as well as any claim arising there from made against the publisher. The publisher reserves the right to reject advertising that is not in keeping with the standards of ASME IGTI.

The word "advertisement" will be placed with any advertisement that, in the publisher's opinion, attempts to simulate the editorial format of the publication. All orders must conform to published requirements. ASME IGTI reserves the right to refuse orders that do not comply.

**Position.** All advertising is published on a run of publication basis. Every effort will be made to position your ad at your requested position, but no guarantees, written or oral, can be made.

### Advertisement Specifications for Advance Program

**Full page ad size:**

Trim size: 8.375" x 10.875"  
Bleed Size: 8.625" x 11.125"  
Live Area: 7.375" x 9.875"

**Half page ad size:**

Live Area: 7.375" wide by 4.812" tall  
Bleed: 8.625" wide by 5.625" tall

**Quarter page ad size:**

3.687" wide by 4.812" tall

### Advertisement Specifications for Final Program

**Full page ad size:**

Trim size: 8.375" x 10.875"  
Bleed Size: 8.625" x 11.125"  
Live Area: 7.375" x 9.875"

**Half page ad size:**

Live Area: 7.375" wide by 4.812" tall  
Bleed: 8.625" wide by 5.625" tall

**Quarter page ad size:**

3.687" wide by 4.812" tall

All ads CMYK only.

Program is done in Adobe InDesign CC. You can supply native files with fonts and supports, OR high-resolution (300ppi) jpg, tif or eps files. OR press-ready PDF.

For sponsor logos, please provide high-resolution (300ppi) jpg, tif or eps, if photographically oriented.

If logos are type/line art oriented, please provide (800-1200ppi) jpg, tif or eps with all fonts converted to curves/outlines.