



BIG SKIES, BRIGHT HORIZONS  
**INTERNATIONAL  
 BISON CONFERENCE**  
**JULY 2017**

## Showcase your Business to the World's Bison Leaders

The International Bison Conference is the perfect opportunity to connect with the heart and soul of the North American bison community. Attendees at the conference will include the industry leaders who are building herds and connecting with consumers.

Advertising in the official IBC Commemorative Program is an ideal way to connect with those leaders, and give your business valuable exposure, and support this historic event. The official program will be distributed to every registered conference attendee, with additional copies to be distributed to members of the media, bison related businesses, and other "friends of the bison" around the world.

<b>AD SIZE</b>	<b>RATE</b>
Back Cover	\$1,000
Inside Covers (Front/Back)	\$800
Full Page	\$600
½ Page	\$350
¼ Page	\$200
Business Card (1/8 Page)	\$125

*Color - \$35 per color, \$65 for full color*

Become a Sponsor and receive the following as a part of your package:

<b>SPONSORSHIP</b>	<b>AD SIZE</b>
Pablo Allard (\$10,000)	Full Page
Trailblazer (\$5,000)	½ Page
Pioneer (\$2,500)	Business Card

AD SIZES (width by height)	
<b>FULL PAGE</b>	
Image area 7 1/2" X 10"	
Trim size 8 3/8" X 10 7/8" Full bleed 8 5/8 X 11 1/8	
<b>2/3 PAGE</b>	
vertical 4 3/4" x 9 1/2"	horizontal 7 1/4" x 6 1/4"
<b>1/2 PAGE</b>	
vertical 3 1/2" x 9 1/2"	horizontal 7 1/4" x 4 3/4"
<b>1/3 PAGE</b>	
vertical 2 1/4" x 9 1/2"	horizontal 7 1/4" x 3"
<b>1/4 PAGE</b>	
vertical only 3 1/2" x 4 3/4"	
<b>1/8 PAGE</b>	
vertical 2" x 3 1/2"	horizontal 3 1/2" x 2"

IBC 2017 **ONLY** accepts digital ads. Film or hard copy will not be accepted. If you are unable to supply your ad digitally according to the specifications below, you may choose to have your ad produced by Direct Design. Contact Anita at (303) 941-7602 or email [anita@directdesigninc.net](mailto:anita@directdesigninc.net). You may also have an agency, design firm or printer produce your digital ad for you.

**ACCEPTABLE FILE FORMATS:**

TIF, EPS, JPG or PDF file formats. When making a PDF use Acrobat Distiller 4.05 or higher. Embed your fonts, do not use any ownsampling and use Press Optimized (under settings). Files must be a minimum 266 dpi at 100%, and cmyk color mode for color ads. Black only, bitmapped images must be a minimum of 1200 dpi.

**ACCEPTED MEDIA:** Flash/jump/pen drives.

Email ads to: [anita@directdesigninc.net](mailto:anita@directdesigninc.net) Or, use a cloud-based service like Dropbox.

**Ads that do not arrive as specified will be charged for any production work required.**

**PROOFS:** It is strongly recommended that ads are submitted with hard copy proof.

**LATE CHARGES:** Ad deadline is June 10, 2017. Ads received after the deadline will incur a \$25.00 late charge, and placement cannot be guaranteed. *The NBA and agencies thereof do not accept responsibility for errors of any kind on supplied ads.*