



SEG Annual Meeting | 14-19 October 2018 | Anaheim, California USA

OFFICIAL PROGRAM

Space Deadline: 8 August 2018 • Materials Due: 22 August 2018

Draw delegates to your display and tell your sales story with an ad in the SEG Official Program. Every delegate will be carrying the program/directory throughout the SEG 88th Annual Meeting.



Rates & Sizes:

Covers:

Inside Front.....	\$4,500
Inside Back.....	\$4,500
Outside Back.....	\$4,500

Other Positions:

FRONT Section Tab Dividers*.....	\$4,000
BACK Section Tab Dividers*.....	\$3,500
HALF-PAGE Run of Publication.....	\$1,500
FULL-PAGE Run of Publication.....	\$2,700
TWO-PAGE SPREAD Run of Publication....	\$5,000

*4 (front) and 4 (back) available

Bellyband:

4" x 20" Call for Quote

2017 Official Program advertisers will be offered first refusal on their previously held positions until 30 June 2018. After that date, those positions will be offered on a first-come, first-served basis. When reserving advertising space, please state your first-choice position.

Mechanical Information

Sizes (Full-page)	Dimensions (inches)
Full-Page Nonbleed.....	7.75 x 10.375
Full-Page Bleed.....	8.5 x 11.125
Full-Page Finished Trim.....	8.25 x 10.875
Half-Page.....	7 x 4.625
2-Page Spread Nonbleed....	15.25 x 10.375
2-Page Spread Bleed.....	16.75 x 11.125
2-Page Finished Trim.....	16.5 x 10.875

DAILY EVENTS E-MAILS

Space Deadline: 14 September 2018 • Materials Due: 24 September 2018

Delegates will receive a daily event email Sunday-Wednesday with a list of the most popular events of the day. There are three ads available in each email. Advertise your late-breaking news, event information, announcements, and more. **Reserve your space TODAY! Limited to only one leaderboard and two banners per each day.**

Schedule: One e-mail per day

Sunday.....	14 October
Monday.....	15 October
Tuesday.....	16 October
Wednesday.....	17 October

File types & sizes:

JPG, GIF, PNG; RGB; 72dpi

Sizes:

Leaderboard.....	540w x 70h pixels
Banner.....	540w x 70h pixels

Rates:

Leaderboard:.....	\$1,200 per day
Banner:.....	\$ 900 per day

FOR ADVERTISING OPPORTUNITIES CONTACT:

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FOR EXHIBITION & SPONSORSHIP OPPORTUNITIES CONTACT:

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seg.org/advertise


