



International Society for Biological Therapy of Cancer

Program Advertising

23rd Annual Meeting
October 31 – November 2, 2008
Westin Gaslamp Quarter
San Diego, CA

Advertising Deadlines

Final Program

Reservations due: September 8, 2008 Graphics due: September 19, 2008

Advertisement Specifications

All advertisements must be provided in electronic file format according to the specifications below.

Finished (trim) page size: 8 ½ inches wide x 11 inches high

Ad sizes (in inches):

Full page: 7 ½ w x 10 h

Full page bleed: 8 ¾ w x 11 ¼ h

Electronic file formats:

Platform: Macintosh or PC format: email, zip disk, CD, DVD

File formats: TIFF, EPS, JPEG, PDF (high resolution only)

Acceptable programs: QuarkXpress, Adobe PageMaker,
Adobe Illustrator, Adobe Photoshop

Ad Creation Instructions

- Include a 100% hard copy proof that matches the electronic file.
- Include all fonts used in all pages, illustrations, images, logos and artwork.
- All images should be in CMYK mode.
- 4-color process: minimum resolution is 300 dpi at 100%.
- Bleeds: build pages to trim size and extend bleed beyond page edge.
- Supply all images separately with original support files and link to ad. Do not embed files without support supplied.
- All Illustrator files must be converted to outlines.

Address for Submission

All ad material should be sent to:

Chloe Surinak
iSBTc
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202
Email: csurinak@isbtc.org

Questions?

Chloe Surinak
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csurinak@isbtc.org