

# 2012 ACF National Convention Advertising Opportunities



## 2012 ACF NATIONAL CONVENTION PROGRAM GUIDE Orlando, Fla.

CHECK ONE	COLOR	PRICE	DIMENSIONS, W x H (8.5" X 11" TRIM SIZE)
<input type="checkbox"/> Belly Band	(Four Color)	\$2,500	17.5" x 5.75" (Includes .125" bleed on all edges)
<input type="checkbox"/> Inside Front Cover	(Four Color)	\$1,395	8.75" x 11.25" (Includes .125" bleed on all edges)
<input type="checkbox"/> Inside Back Cover	(Four Color)	\$1,395	8.75" x 11.25" (Includes .125" bleed on all edges)
<input type="checkbox"/> Back Cover	(Four Color)	\$1,595	8.75" x 11.25" (Includes .125" bleed on all edges)
<input type="checkbox"/> Full page	(Four Color)	\$995	8.75" x 11.25" (Includes .125" bleed on all edges)
<input type="checkbox"/> Half page	(Four Color)	\$695	3.4" x 8.4" (Vertical; no bleed) <b>or</b> <input type="checkbox"/> Vertical <b>or</b> <input type="checkbox"/> Horizontal 7" x 4.9375" (Horizontal; no bleed):
<input type="checkbox"/> Quarter page	(Four Color)	\$495	3.4" x 4.5" (No bleed)

**All ads must be paid prior to national convention.**

**TOTAL ORDER \$** \_\_\_\_\_

***Increase traffic to your booth by including your booth number in your ad!***

Company/Advertiser's Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Name of Firm (If different from company): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

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

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

Special Instructions: \_\_\_\_\_

**Signature of Representative:** \_\_\_\_\_

**PAYMENTS MADE BY:** Check \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ American Express \_\_\_\_\_ Discover \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**Signature of Cardholder:** \_\_\_\_\_

**SPACE RESERVATION DEADLINE MAY 25, 2012—MATERIALS DEADLINE JUNE 4, 2012**

**AMERICAN CULINARY FEDERATION, INC.**

180 Center Place Way, St. Augustine, FL 32095

Phone: (800) 624-9458 • Fax: (904) 825-4758 • Email: lknape@acfcchefs.net or hhamilton@acfcchefs.net

*Please see next page for more details.*

# Material Specifications

## **Preferred format is a distilled PDF/X-1a with a color proof mailed to ACF. Other acceptable formats include:**

- PDF: press-quality created directly from QuarkXPress, Adobe InDesign or other page-layout application.
- QuarkXPress (version 6.1, no older than 4.0) or Adobe InDesign (CS3 or Interchange INX format). Please follow the guidelines below:
  - *Properly sized ad completed on disk, no changes necessary.*
  - *Images should be 300 DPI, scaled at 100% and CMYK (process) color. If scaled differently, ACF is not responsible for quality of output.*
  - *All images and EPS (vector) format files used must be included on disk.*
  - *All fonts (including printer and screen fonts) must be included on disk.*
- Adobe Illustrator: Convert text to outlines. Import images into Illustrator at 300 DPI and CMYK, placed rather than linked.
- Adobe Photoshop: File must be CMYK, 300 DPI and should not exceed 40MB. If file is an unflattened PSD, include all fonts used.
- PageMaker/Freehand: Save files as EPS. Include all images and fonts used.

**File formats not accepted:** Microsoft Word, Microsoft Publisher.

## **Electronic files may be submitted on CD or DVD to ACF, or via FTP:**

American Culinary Federation, Inc.  
180 Center Place Way, St. Augustine, FL 32095  
(800) 624-9458 ▪ [ads@acfchefs.net](mailto:ads@acfchefs.net)

### **FTP info:**

Address: <ftp://ftp.acfchefs.net> or <ftp://74.11.147.218>

Host name: [ftp.acfchefs.net](ftp://74.11.147.218) or [74.11.147.218](ftp://74.11.147.218)

Username: [acf\\_ftp](ftp://74.11.147.218) ▪ Password: [acf](ftp://74.11.147.218)

- If using software such as Fetch or Core FTP (highly recommended for easily accessing the FTP), only the last portion of the host name is needed — [ftp.acfchefs.net](ftp://74.11.147.218).
- If using Explorer on a PC, click on "File/log in as" so the ACF incoming and outgoing folders can be viewed.
- Please place the art file in the "ACF Incoming" folder.
- When upload is complete, please email [lknapke@acfchefs.net](mailto:lknapke@acfchefs.net) with the file name.

*Note: Although every effort will be made to match colors of your ad exactly, ACF is not responsible for color mismatches without a color proof supplied.*

# Terms and Conditions

1. The American Culinary Federation, Inc., will hold advertiser and/or agency responsible for all costs of contract advertisements unless canceled by written notice prior the space reservation deadline.
2. The advertiser and its agency, if applicable, agree jointly and severally to pay the amount of the invoice rendered by ACF. All advertisements will be billed prior to publication of the Program Guide. Acceptable payment for advertising is by check or money order payable to American Culinary Federation, or by credit card (Visa, MasterCard or American Express). Unpaid balances exceeding 90 days may be subject to collection proceedings. In the event of nonpayment, ACF will hold advertiser liable for such monies as are due and payable to the American Culinary Federation. Any check returned for non-sufficient funds will incur a \$25.00 service fee.
3. The American Culinary Federation reserves the right to reject any advertisement that does not conform to the standards of ACF. Advertisers and/or their agencies assume all liability for representation and for copy and/or illustrations appearing in their advertisements. In consideration of acceptance of advertisement, advertiser and/or agency will indemnify the American Culinary Federation from any claims against advertiser and/or agency arising because of such advertisement.
4. ACF will archive advertising materials for one year. Unclaimed materials will be destroyed after that time.
5. The American Culinary Federation is organized as a not-for-profit organization and has an obligation to conduct business fairly on behalf of all its members.