

Illinois Speech-Language-Hearing Association

35 E. Wacker Drive, Suite 850, Chicago, IL 60601-2106
Phone: 312/644-0828 Fax: 312/644-8557 Web: www.ishail.org
Voice and TT/TDD

June, 2011
455/310

To: ISHA Advertising Clients

From: Cynthia L. Keillor, Executive Director

Subject: 52nd Annual Convention

It's that time of year again and we want YOU to be a part of the big event! The dates of the 52nd Annual Convention of the Illinois Speech-Language-Hearing Association (February 9-11, 2012) are rapidly approaching and this is the perfect opportunity to put your message before more than 2,400 field related professionals.

If your market involves the professions of speech-language pathology or audiology, the **52nd Annual Convention Program** will convey your information to over 2,400 pre-qualified customers in an attractive, cost effective-manner. In addition, this year we have a special opportunity available to you:

Exhibit / Convention Program Booklet

Purchase one or more 10ft. x 10ft. exhibit spaces and we'll place your ad in the 2012 ISHA Convention Program at a 25 percent discount (**Non-Profit Exhibit Booths do not qualify for discounted advertising rate**).

Premium advertising space is subject to availability. Orders are being accepted on a "First Come, First Served" basis.

The advertising order/agreement form is attached for your use. Ad sizes, locations, rates and deadline are listed. **EMAIL (ckeillor@bostrom.com), CALL, FAX, OR WRITE US TODAY.**



Professionals Serving People with Communication Disorders

**ILLINOIS SPEECH-LANGUAGE-HEARING ASSOCIATION
2012 CONVENTION PROGRAM BOOKLET
ADVERTISING ORDER - AGREEMENT FORM**

Instructions

1. Advertisement must be in camera-ready form. **Electronic Display Ads may be submitted via email (jpeg or pdf files preferred). Ads may be emailed to ckeillor@bostrom.com.**
2. The finished size of the program booklet is 8 1/2" x 11". All ads must conform to the dimensions listed below. **Ads will be printed in black & white only.**
3. All ads must be received by the deadline established for a particular publication.
4. Ads must be paid for in advance. Make checks payable to the Illinois Speech-Language-Hearing Association.
5. Retain a copy of this agreement form for your records.

Dimensions/Location

	<u>Advertising Rates</u>	<u>Exhibitor Rates*</u>
<u>Sold</u> Back Cover (8 1/2" horizontal x 11" vertical)	\$400.00	\$300.00
<u>Sold</u> Inside back cover (8 1/2" horizontal x 11" vertical)	\$300.00	\$225.00
<u>Sold</u> Inside front cover (8 1/2" horizontal x 11" vertical)	\$300.00	\$225.00
_____ Full inside page (8 1/2" horizontal x 11" vertical)	\$250.00	\$187.50
_____ 1/2 inside page (8 1/2 " horizontal x 5 1/2" vertical)	\$150.00	\$112.50
_____ 1/4 inside page (4 1/2 " horizontal x 5 1/2" vertical)	\$100.00	\$ 75.00
_____ Business Card (3 1/12" horizontal x 2" vertical)	\$ 50.00	\$ 37.50
_____ 1/8 inside page (2 3/4" horizontal x 4 1/4" vertical)	\$ 50.00	\$ 37.50

**ADVERTISING FOR INSIDE COVERS AND BACK COVER SUBJECT TO AVAILABILITY
ORDERS ACCEPTED ON A "FIRST COME, FIRST SERVED" BASIS.**

ISHA CONVENTION PROGRAM ADVERTISING ORDER

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Check No: _____ Amount: _____

Contact Person: _____ Phone: _____

- Please mail:
1. This completed order/agreement form
 2. Your advertising copy in camera-ready form (may also be sent via email)
 3. Your check made payable to ISHA to:

Cynthia L. Keillor, ISHA
35 E. Wacker Drive Suite 850
Chicago, IL 60601-2106
Phone: 312-644-0828 Fax: 312-644-8557

All submissions must be received NO LATER THAN SEPTEMBER 9, 2011.

***Discounted Exhibitor Advertising Rates are applicable
only for those companies who also register to Exhibit.**

Non-Profit Exhibit Booths do not qualify for discounted advertising rate.