

**ADVERTISING in the
CONFERENCE GUIDE** (on-site distribution)

Due Date: **Sept. 2, 2008**

Exhibitors may advertise in the Conference Guide at the rate of \$600 per page. The Conference Guide is a valuable source of information to attendees and exhibitors, as it contains the entire program, an exhibitor index and general Conference information. The Guide is distributed in the Conference registration area and is available to all conference attendees throughout Test Week.

Requirements for advertising:

Ad Concept, approved by ITC Marketing Committee	Due Date September 2
Insertion Order & Remittance	Due Date September 5
Mechanical/Electronic Submission	Due Date September 5

Mechanical Requirements and Specifications:

- Maximum image size is 3.25" x 8", no bleeds
- No cross page matching
- Camera ready - all line copy of veloxes
- B/W only
- 150 line screen

Electronic Submission by disc only:

- HiRes Tiff or EPS format – 300 dpi or greater (600 dpi if the ad contains small text)
- Maximum image size is 3.25" x 8"
- B/W only

If payment is not received by the above due date, the ad will not be placed in the Guide.

Guidelines for advertising

1. Advertising space is available only to exhibitors participating in the current conference year.
2. The number of ad pages available and cost per page is determined by the ITC Marketing Committee.
3. The cover positions are unavailable and used by ITC to promote current and future conferences.
4. Advertising reservations are taken on a first-come basis dependent on the date received. **No phone reservations will be honored.** Use the attached written ITC insertion order form only.
5. Payment is due at the time of insertion.
6. No agency commission is paid.
7. Exhibitors must submit a copy or concept of the ad for review by a non-competitive member of the ITC Marketing Committee.
8. Ads will be reviewed for appropriateness to the publication and for the use of the ITC name and logo.
9. Exhibiting companies should not emphasize or highlight specific papers and authors in their ad.
10. The number of ads per exhibitor is not limited; however, the ITC Marketing Committee will determine the appropriate number of insertions per company
11. Ad placement position will be at the discretion of the ITC Marketing Committee.
12. Insertion orders and mechanical received after the deadline may be rejected at the sole option of ITC. Material and mechanical not meeting all requirements and specifications will be returned. All returns will include the original remittance less a \$25 shipping and handling charge

We wish to reserve _____ advertising pages in the Conference Guide at \$600 per ad/page

Contact Person _____
Email _____
Company _____
Booth # _____
Address _____
City, State Zip _____
Tel # _____ Fax # _____

Payment enclosed _____ Make checks payable to International Test Conference

Send concept for approval by fax or electronic file to Amy Gold at 212-850-6670 or
a.gold@advantest.com

Fax insertion orders, mail remittance, material and mechanical to

International Test Conference
C/o Courtesy Associates, Inc.
2025 M Street, NW
Suite 800
Washington, DC 20036

Tel: 202 331-2000
Fax: 202 331-0111