



Advertise in the OFA Short Course Promotional Guide and On-Site Guide

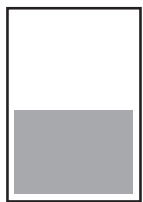
Promotional Guide Advertising Options

The OFA Short Course Promotional Guide will be distributed to approximately 11,000 companies for the 2010 event. Get a jump on the competition by putting your company's name front and center with potential customers.

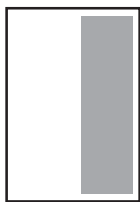
Materials Deadline - March 1, 2010.

Cancellations/Refunds - Cancellations received after March 1 will not be eligible for refund.

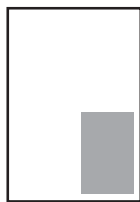
Full Page Bleed = 8.75" w x 11.25" h (includes bleed) (Safe Area 7.5" x 10")
Full Page Non-Bleed = 7.5" w x 10" h



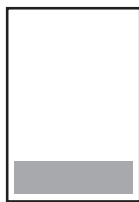
Half Page (H)
(7.5" w x 4.875" h)



Half Page (V)
(3.625" w x 10" h)



Quarter Page (V)
(3.625" w x 4.875" h)



Quarter Page (H)
(7.5" w x 2.5" h)

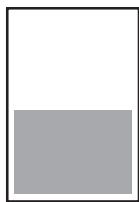
On-site Guide Advertising Options

The OFA Short Course On-site Guide will be distributed to approximately 9,000 attendees. This on-site program is used as a year-round source for buying decisions, so make sure your company is spotlighted to potential customers.

Materials Deadline - May 3, 2010.

Cancellations/Refunds - Cancellations received after May 3 will not be eligible for refund.

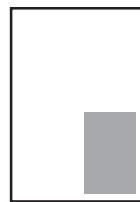
Full Page Bleed (cover pages) = 6.25" w x 9.25" h (Safe Area 5.25" x 8")
Full Page Non-Bleed = 5.25" w x 8" h



Half Page (H)
(5.25" w x 3.875" h)



Half Page (V)
(2.5" w x 8" h)



Quarter Page (V)
(2.5" w x 3.875" h)

Rate	Non-Member	Member
Full page (four-color)	\$1,000	\$750
Full page (black/white)	\$800	\$550
Half page (four-color)	\$850	\$600
Half page (black/white)	\$700	\$450
Quarter page (four-color)	\$700	\$450
Quarter page (black/white)	\$550	\$300
Cover ads	Call for information	Call for information

Advertising General Policies

OFA reserves the right to reject any advertising considered nonconforming to OFA standards.

Terms - Return ad order form. Full payment is due at time of ad insertion order. No agency discounts will be given on rates quoted. U.S. Check, VISA, MasterCard, American Express, and money orders are accepted. Make checks payable to OFA.

Placement Policy - All ads will be placed on a first come, first-served basis.

Advertising Material Specifications - Please prepare artwork for ads following these guidelines to ensure correct placement, and avoid delays or additional time charges for revisions.

- Digital artwork is required.
- Mac files preferred. Programs: Quark Express, In-Design, Photoshop, Illustrator.
- Ad sizes shown are the actual dimensions. Only full page ads can have a bleed.
- All designs in CMYK. No spot colors please.
- File prep: Art should be sent as tif or eps files, hi-resolution for print (300 dpi minimum). PDF files are acceptable if saved as full size, print quality. Include all fonts (printer and screen) or outline vector files.
- PC Files: Same as #5. Fonts must be outlined vector files.
- Files may be sent by e-mail (Zipped or Stuffed 10mb maximum size) to Laura Kunkle at OFA at Lkunkle@ofa.org.
- Files may be placed on CD (with color output for reference) and sent to:
OFA
2130 Stella Ct
Columbus, OH 43215
614-487-1117
- Files will not be returned.

Questions? - Contact Brian McLaughlin at the OFA office at 614-487-1117 or bmclaughlin@ofa.org.

Promotional Guide Materials Deadline: March 1, 2010
On-site Guide Materials Deadline: May 3, 2010