



The Program & Buyer's Guide at SIGGRAPH 2004 leaves an impression all year long! Think of it as the "who's who" in computer graphics and interactive techniques. It is used throughout the year as an industry reference guide to find products and services, exhibitor contact information and descriptions, and technical information. Premium advertising space is available now!

Advertise in the Official Program & Buyer's Guide of the SIGGRAPH 2004 Conference and Exhibition!

45% of attendees are drawn to an exhibit as a result of personal invitations and promotion!

CAPTURE BUYER'S ATTENTION!

Do you want your company to stand above the competition? Your ad in the Program & Buyer's Guide will differentiate your company from the competitors and attract the most influential professionals to your booth. To capture even more attention, request that your ad be placed next to your program listing.

YEAR LONG BUYER'S RESOURCE!

The SIGGRAPH 2004 Program & Buyer's Guide is the most important industry reference tool. Attendees consult the Program & Buyer's Guide long after the Exhibition is over, which means repeat exposure and continued recognition for your company all through the year and beyond. And the Program & Buyer's Guide can be ordered anytime, which means you will attract buyers who did not even attend.

100% REACH, DIRECT TO THE BUYER'S HANDS

Each Full Conference, Conference Select, and Conference Access attendee receives a complimentary copy of the Program & Buyer's Guide. This comprehensive directory includes: an alphabetical listing of exhibitors with complete contact information; product and services description; conference events; courses and papers contact information; daily program schedules; exhibition floor plan; and much more!

INCREASE BOOTH TRAFFIC

Do you want your booth to be packed with buyers throughout the Exhibition? The top attendees are each handed a copy of the Program & Buyer's Guide, minutes before they walk onto the fast-paced show floor. Your advertisement in the Program & Buyer's Guide will attract attendees to your booth, which will lead to increased exposure!



SIGGRAPH2004

SIGGRAPH 2004 EXHIBITION MANAGEMENT

For more information or to reserve ad space, contact:

SIGGRAPH 2004
Exhibition Management
+1.630.434.7779
+1.630.434.1216 fax
halleric@siggraph.org

Advertising Rates

AD SIZE

Two-page spread - Four color	\$7,500
Inside back cover - Four color	\$4,800
Page facing inside back cover - Four color	\$4,800
Full-page - Four color	\$3,900
Half-page - Four color	\$2,500
Quarter-page - Four color	\$1,500

MECHANICAL REQUIREMENTS

BLEED	INCHES WIDE	INCHES TALL
Full-page	8-3/4	11-1/4
Half-page vertical	4-1/8	11-1/4
Half-page horizontal	8-3/4	5-1/2

NON-BLEED

Full-page	7	10
Half-page vertical	3-5/16	10
Half-page horizontal	7	4-1/2
Quarter-page	3-5/16	4-7/8

DEADLINES AND CLOSING DATES

- All ad space must be reserved by 28 May.
- Final materials are due 4 June.

PUBLICATION SPECIFICATIONS

- Full-trim size is 8-1/2 inches wide by 11 inches tall.
- All live matter must be 1/2 inches from trim.
- Two-page spreads: for type designed to be read across the gutter, please allow 1/2 inch from either side of the center for the gutter.
- Offset printing.
- Four-color, 133-line screen.

ELECTRONIC FILE SPECIFICATIONS

Please submit electronic files meeting the above requirements and specifications, and:

- Files must be QuarkXpress 4.x, 5.x, Illustrator 8.x-10.x, or Photoshop 5.x-7.x files for Macintosh.
- Include all layout and artwork source files.
- All image files must be at least 300dpi at 100% printed image size.
- Include all fonts used.
- Files must be submitted on ZIP disk or CD.
- A color proof must accompany the electronic files. Iris prints are preferred.
- Please attach your designer's contact information in case they need to be contacted regarding any of the above information.

If you require further assistance when providing your electronic artwork, please contact Jeff Callender: jeff@qltd.com

Lower Rates for SIGGRAPH 2004!



Insertion Order

Exhibitor

Contact Person

Address

City

State or Province

Postal Code

Country

Phone

Fax

Email

Advertising Agency (if applicable)

Contact Person

Address

City

State or Province

Postal Code

Country

Phone

Fax

Email

SPECIFICATIONS

- Two-page spread
- Full page
- Half-page vertical
- Half-page horizontal
- Quarter page

- Bleed
- Non-bleed

REQUIRED ARTWORK

Electronic files submitted on CD or ZIP disk.
Color proof accompanying electronic files.

BILLING INFORMATION

Basic Space Rate _____

Notes:

Bleed (+10%) + _____
order.

- Payment for placed advertisements is due within 14 days of receipt of insertion order.

Total Due = _____

- All ads are non-commissionable.

SPECIAL INSTRUCTIONS

Authorized Signature

Title

Date

MAKE CHECKS PAYABLE TO:

ACM SIGGRAPH 2004
P.O. Box 809211
Chicago, Illinois 60680-9211
USA

SEND ARTWORK, PAYMENT, AND THIS CONTRACT TO:

SIGGRAPH 2004 Exhibition Management
Hall-Erickson, Inc.
98 East Naperville Road
Westmont, Illinois 60559 USA
+1.630.434.7779
+1.630.434.1216 fax
halleric@siggraph.org



SIGGRAPH2004

GENERAL CONDITIONS

1. All ads are non-commissionable.
2. All advertising artwork must be camera-ready or submitted electronically.
3. SIGGRAPH 2004 reserves the right to refuse or cancel any advertising for any reason, at any time.
4. Advertisements in the SIGGRAPH 2004 Program & Buyer's Guide are subject to all terms and conditions set forth in this document. It is the responsibility of every client and agency intending to advertise to acquire and read these terms and conditions and abide by all the regulations listed herein. For that purpose, copies of this document are made available and may be obtained free of charge.
5. All advertising copy is subject to the approval of SIGGRAPH 2004. All advertisements are accepted and published upon the representation that advertisers and agencies are authorized to publish the entire contents of and subject matter thereof. In consideration of SIGGRAPH 2004's acceptance of such advertisements for publication, both advertisers and their agencies will indemnify and hold SIGGRAPH 2004 harmless from and against loss or expense arising from publication of such advertisements including, but not limited to, those resulting from claims of suits for libel, violation of rights or privacy, plagiarism, and copyright infringement.
6. SIGGRAPH 2004 is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governing entity, fire, flood, insurrections, riots, explosion, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the contract of SIGGRAPH 2004 affecting production or delivery in any matter.
7. SIGGRAPH 2004 is not responsible for errors in reader service numbers, key numbers, advertiser indexes, or any other typesetting or service performed by SIGGRAPH 2004.
8. SIGGRAPH 2004's liability for any error will not exceed the cost of the space occupied by the error.
9. SIGGRAPH 2004 is not liable for accurate reproduction of color in ads submitted electronically where no matchprint proof is provided.
10. In the event of nonpayment, SIGGRAPH 2004 reserves the right to hold the advertiser and/or the advertising agency liable for such monies as are due and payable to SIGGRAPH 2004.
11. No conditions, printed or otherwise, appearing on insertion orders, contracts, insertion instructions, or any other form of correspondence that conflict with these policies will be binding on SIGGRAPH 2004.
12. Requests for specific positions are given consideration, but no guarantee is made.
13. SIGGRAPH 2004 assumes no liability if, for any reason, it becomes necessary to omit an advertisement.
14. Cancellation or changes in orders may not be made by the advertiser or its agency once the insertion order is received.