

## Advertising in the AAUW Texas Convention Program

AAUW offers advertising opportunities to promote your participation and visibility at the 2010 AAUW Texas Convention. Advertising to the members of AAUW is a cost-effective visibility venue. We are expecting 125 attendees who will be visiting Houston for 3 days, and an additional 100 attendees who are residents of the Houston area. The right side of this page is the convention program cover.

Advertising is open to AAUW affiliated individuals and Houston area businesses. AAUW reserves the right to refuse any advertisement. Products are not tested and a listing in the program does not imply endorsement. Advertisements must be nonsexist, nonviolent and non-discriminatory.

Booklet format is being used for the program. The size of a full-page ad is 4 1/2 inches wide by 7 1/2 inches tall, which is the size of the box around this information. Ads do not have to be in a border box.

Only one color ad will be accepted, full-page on the back cover. All other ads must be submitted as black text and graphics on a white background (B&W).

	<u>Width</u>	<u>Height</u>	<u>Cost</u>
Full-page Color - Back Cover	4.5"	7.5"	\$250
Full-page B&W	4.5"	7.5"	\$150
Half-page B&W	4.5"	3.5"	\$75
Quarter-page B&W	4.5"	1.75"	\$35
Proportionally Resized Business Card B&W (centered in quarter-page space)	3.06"	1.75"	\$35
3-Line AAUW Branch Special B&W	4.5"	7/8"	\$10

***File and printed formats accepted are on the Convention Program Advertising Application Form.***

If you have any questions about fonts available for text ads or any technical questions about an ad, contact the convention program editor, Catherine Robichaux at [catherine-aauw@swbell.net](mailto:catherine-aauw@swbell.net) or 281-931-9091.

For information on other advertising, underwriting, and sponsorship opportunities for the AAUW Texas 2010 Convention, contact Patricia Ross at [paross@aol.com](mailto:paross@aol.com) or 281-435-9678 (cell).

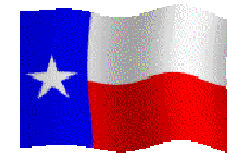
If you are interested in submitting an ad, please read and follow the directions on the *Convention Program Advertising Application Form* (see page 2). Other ad sizes are illustrated on page 3 of this document.

**Advertising submission deadline is March 1, 2010**

↑ Program Fold ↓



Welcome to the AAUW Texas  
44th Biennial Convention  
April 23-25, 2010



Marriott Westchase  
Houston, Texas

## Opening Opportunities for Women and Girls American Association of University Women



Welcome to Houston — Where green parks and skyscrapers are neighbors  
Photographer: Allen Matheson

AAUW Texas recognizes outstanding branches with the P.E.A.R.L. award.



- PROTECT
- EDUCATE
- ADVOCATE
- RESEARCH
- LEAD

We are changing lives — opening opportunities through our PEARLS.

## Advertising Application Form for AAUW TEXAS 2010 Convention Program

*Follow the instructions below. Mail this form with your ad and payment.*

These ads will be printed in the AAUW Texas 2010 Convention program, to be held April 23 - 25, 2010 in Houston Texas.

All ads must be submitted as follows:

- with only black text and graphics on a white background.
- at the sizes and in one of the formats specified on this form.
- exception: a business card ad will be scanned and resized for you.

Complete the following information on this form:

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

AAUW Branch \_\_\_\_\_  
(if applicable)

### RATES AND SIZES OF ADS

*See pages 1 and 3 for visual illustrations of the ad sizes below.*

Check ad size being submitted.	Width	Height
<input type="checkbox"/> \$250 One Full-page Color Ad - Back Cover	4.5"	7.5"
<u>All other ads are Black &amp; White only</u>		
<input type="checkbox"/> \$150 Full-page	4.5"	7.5"
<input type="checkbox"/> \$75 Half-page	4.5"	3.5"
<input type="checkbox"/> \$35 Quarter page	4.5"	1.75"
<input type="checkbox"/> \$35 Proportionally resized business card (centered in quarter page space)	3.06"	1.75"
<input type="checkbox"/> \$10 3-line AAUW Branch Special Font must be Arial, Times New Roman or Monotype Corsiva.	4.5"	7/8"

## MAIL AD, APPLICATION AND PAYMENT

1. Make your check payable to: **AAUW Texas Convention**
2. Mail check, application, and ad to the program editor:  
Catherine Robichaux,  
5227 Moss Glenn Lane, Houston TX 77088
3. Ad computer files can be mailed on a CD or memory stick.  
**A printout of the ad must be included.**
4. For questions about ad formats, contact the convention program editor Catherine Robichaux,  
catherine-aauw@swbell.net or 281-931-9091

**Advertising submission deadline is March 1, 2010**

### FILE & PRINTED FORMATS ACCEPTED

(Ads do not have to be in a border box.)

*Computer file formats (preferred)*

- Microsoft Word file (2007 or 2003 version). The font file must be sent if an unusual font is used.
- Microsoft Publisher file (2007 or previous version) The font file must be sent if an unusual font is used.
- Graphics file - \*.jpg or \*.tif
- All images and fonts embedded in \*.pdf file.
- Fonts must be easy to read. Standard fonts include: Times New Roman, Arial, Monotype Corsiva

*Print-only ad or business card (These will be scanned and inserted into the program by the program editor)*

- Printed ads that include graphics must be on high quality white paper or card stock for best scanning quality.
- Please photocopy your business card to see if the black and white quality is attractive and that even light-colored cardstock scans as a white background.
- Business cards will be resized by the program editor.

For information on other advertising, underwriting, and sponsorship opportunities for the AAUW Texas 2010 Convention, contact:  
Patricia Ross at paross@aol.com or 281-435-9678 (cell).

**Half Page Ad**  
**\$75**

4.5" wide x 3.5" high

**Ads do not have to be in a border box**

**Quarter-Page Ad**  
**\$35**

4.5" wide x 1.75" high

**Proportionally Resized Business Card**  
**\$35**

3.0625" wide x 1.75" high  
centered in a 4.5" x 1.75" space

(Regular Business Card is 3.5" x 2")

↑ Program Fold ↓

**3 Line Special for AAUW Branches Only — \$10**

4.5" wide x 7/8" high

A maximum of 3 lines is allowed. Suggested fonts & sizes are below.

Times New Roman 12

AAUW North Harris County Branch welcomes you to Houston.

**Bold Text Bold Text Bold Text Bold Text Bold Text Bold Te**

*Times New Roman 12 Italics*

*AAUW North Harris County Branch welcomes you to Houston.*

***Bold Text Bold Text Bold Text Bold Text Bold Text Bold Text***

Arial 11

AAUW North Harris County Branch welcomes you to Houston.

**Bold Text Bold Text Bold Text Bold Text Bold Text Bold Te**

*Arial 11 Italics*

*AAUW North Harris County Branch welcomes you to Houston.*

***Bold Text Bold Text Bold Text Bold Text Bold Text Bold Tex***

*Monotype Corsiva 13*

*AAUW North Harris County Branch welcomes you to Houston.*

***Bold Text Bold Text Bold Text Bold Text Bold Text Bold Text Bold***