

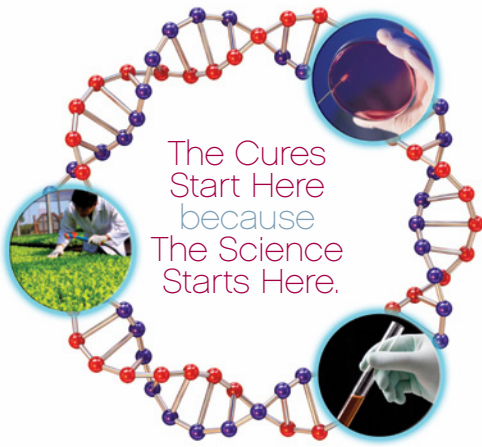
NYBA 20TH ANNUAL MEETING

APRIL 6-7, 2011

New York Marriott Marquis

Times Square, NY

Advertise in the NYBA 20th Annual Meeting Program



The Cures
Start Here
because
The Science
Starts Here.

Program
NYBA
20th ANNUAL
MEETING
APRIL 6/7, 2011

The New York Biotechnology Association (NYBA) invites you to participate as an advertiser in our **20th Annual Meeting Program**. The meeting will take place on **April 6 – 7, 2011** at the **New York Marriott Marquis in New York City**. The Annual Meeting Program will contain a detailed list of all plenary sessions, speaker panels, receptions, a list of exhibitors, sponsor company descriptions, and the NYBA membership list.

Don't miss this opportunity to include your advertisement in NYBA's Annual Meeting Program. NYBA prints and circulates over 650 copies of the Program to all member and non-member registrants. To be sure you get a good placement, reserve your ad space now!

AD SPACE RESERVATION DEADLINE: Monday, March 7, 2011.

20th Annual Meeting Program Ad Specifications

MATERIALS DEADLINE: Friday, March 14, 2011.

RATES:

Full Page (Color): \$3,000 member, \$4,000 non-member

Full Page (B&W): \$1,500 member, \$2,000 non-member

Inside Front or Inside Back Cover (Color): \$4,000 member, \$4,500 non-member

Back Cover (Color): \$5,500 member, \$6,000 non-member

FORMAT:

Full Page size: 8.5" wide x 11" tall

Half Page size: 8.5" wide x 5.375" tall

Full page bleed: 8.75" wide x 11.25" tall

Half bleed: 8.75" wide x 5.625" tall

All ads must be in either four-color process (CMYK) or black & white. Please send a printout and note the software program used in the creation of your ad.

ELECTRONIC FILES:

- All digital ads submitted must include a press quality proof of the ad. Please specify if the ad bleeds. Please include any support files that are incorporated into your ad (e.g., logo, scans, images). CDs will be accepted. Mac platform preferred.
- Quark Xpress or InDesign.
- Adobe Photoshop (saved as TIFF or EPS)
- High-resolution PDF files, at least 300 dpi, with cropmarks and bleed. Adobe Distiller function should be set to print quality.
- Adobe Illustrator (with type converted to outlines, saved as EPS and with all linked files).

FONTS:

Please supply ALL printer and screen fonts, including fonts embedded in art files.

Fonts need to be included even if the ad is saved as an EPS file.

FOR MORE INFORMATION ABOUT PLACING AN AD:

Please call Joe at 631-444-8895, or e-mail jtortorice@nyba.org