

# Advertisement Form



## Texas Housing Conference 2010

July 26 - 28, 2010

Austin, Texas

The **Texas Housing Conference 2010** offers a great marketing program to get your business noticed. With the purchase of a print advertisement in our Conference Program, you will also receive the following added benefits:

- Advertising partner URL listing on THC Website
- Access to Pre-Conference Marketing resources
- Reduced costs for producing your advertisement by Texas Housing Conference staff

**Space Reservations Close: July 2, 2010**  
**Artwork Deadline: July 9, 2010**

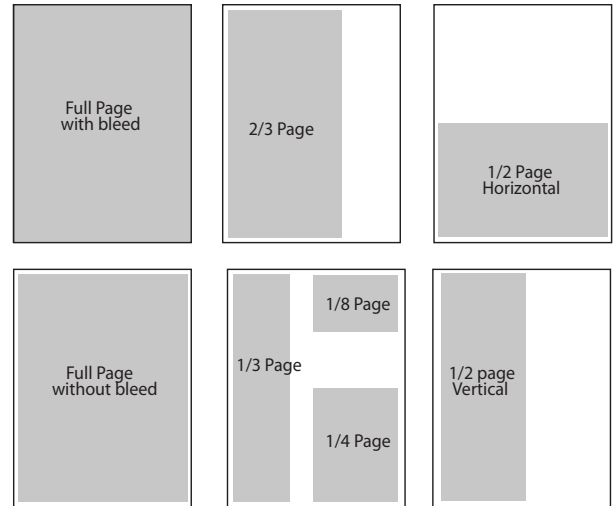
These are great marketing tools for organizations looking to target specific groups or maximize impact and exposure at the conference. Plus, you'll receive year-round exposure through a URL listing on the Texas Housing Conference website for twelve (12) months following the conference. Don't miss this opportunity to **GET NOTICED** at the **Texas Housing Conference 2010**. For more information visit [www.texashousingconference.org](http://www.texashousingconference.org) or call 512.476.9901.

### Advertiser Contact Information

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### Program Advertisement Rates (all ads are four color)

AD	Inches (w x h)	Rate
<input type="checkbox"/> 2-Page Spread with Bleed	17.50 x 22.50 (finish size 11 x 17)	\$3500
<input type="checkbox"/> Full Page with Bleed	8.75 x 11.25 (finish size 8.5 x 11)	\$2000
<input type="checkbox"/> Full Page without Bleed	7.5 x 10	\$2000
<input type="checkbox"/> 2/3 Page Vertical	4.75 x 10	\$1500
<input type="checkbox"/> 1/2 Page Vertical	3.625 x 10	\$1250
<input type="checkbox"/> 1/2 Page Horizontal	7.5 x 4.875	\$1250
<input type="checkbox"/> 1/3 Page Vertical	2.5 x 10	\$1000
<input type="checkbox"/> 1/4 Page	3.625 x 4.875	\$750
<input type="checkbox"/> 1/8 Page	3.625 x 2.3125	\$400



Ask us about help in designing or preparing your advertising.  
 Complete separate sheet for each advertisement placed.

### Payment Information

Submit form by **MAIL** Texas Housing Conference 2010  
 814 San Jacinto Blvd., Ste. 408  
 Austin, TX 78701  
**FAX** 512.476.9903  
**EMAIL** [thc@texashousingconference.org](mailto:thc@texashousingconference.org)

- Check (make payable to TAAHP)  
 American Express  Discover  MasterCard  VISA

Total Advertisement Investment \$ \_\_\_\_\_  
 Credit Card \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ Verification Code \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_  
 Signature \_\_\_\_\_

A 3% processing fee will be charged to all credit card transactions.

The Texas Affiliation of Affordable Housing Providers (TAAHP) is a 501 (c) (6) trade organization with a mission to increase the supply and quality of affordable housing for Texans with limited incomes and special needs. Advertisement Investments are not deductible as charitable contributions for federal income tax purposes; however, registrations are deductible as an ordinary business expense.

# Texas Housing Conference 2010 Conference Program Advertising Specifications

## Terms & Conditions

### Closing Date

Artwork Deadline: 7/9/2010

### Special Positions

Positions not specified will be determined at the discretion of management of the Texas Housing Conference and on a first-come-first served basis.

### Issuance and Closing Dates

The Texas Housing Conference Program is published once a year in conjunction with the Texas Housing Conference. No liability is assumed as to any instructions received after closing dates. Please verify closing dates with Texas Housing Conference management.

### Cancellation

Advertisers will be held liable for space cancelled after Space Reservation closing date.

### Size and Rates

AD	Inches (w x h)	Rate
2-Page Spread with Bleed _____	17.50 x 22.50 (finish size 11 x 17) _____	\$3500
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1/3 Page Vertical _____	2.5 x 10 _____	\$1000
1/4 Page _____	3.625 x 4.875 _____	\$750
1/8 Page _____	3.625 x 2.3125 _____	\$400

**All artwork to be printed in 4-color unless otherwise specified by advertiser.**

**Binding:** Saddle stitched

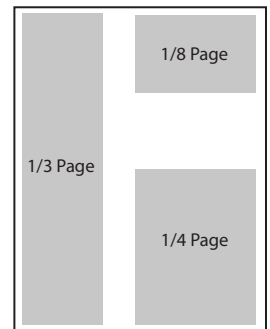
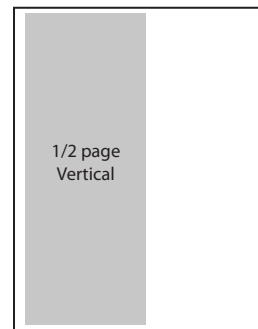
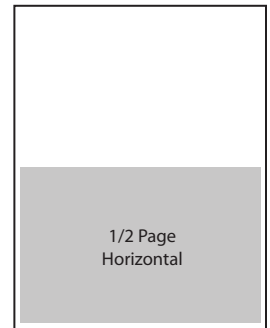
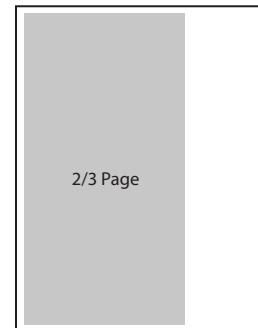
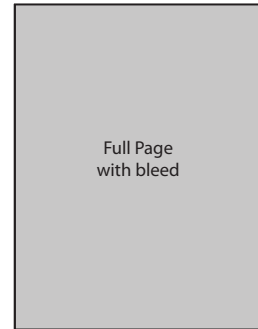
### Logos

We ask that all sponsors, exhibitors and advertisers submit their company logo. Logos should be submitted as resolution-independent vector files (e.g. Illustrator EPS files) at 300 DPI @ 100% using CMYK color profile. GIFs are not acceptable, as images posted on Web sites are low-resolution (72 dpi) and not suitable for print.

### File Submission

Color advertisements should be submitted in CMYK Color Profile using PDF, Adobe Illustrator, Adobe Photoshop or Adobe InDesign. Photographs and art in EPS or Tiff. Raster images should be 300 DPI @ 100%. Files must include all fonts for output.

Please supply color proof with disk. Transfer disks and their file names must be clearly labeled. All imported graphic links must be included on the disk and be properly linked/updated to the page. List all font families, including the fonts used in EPS or other imported graphic links. We can accept files furnished on DVD or CD-ROM. Sorry, media will not be returned.



## Submit files/artwork to:

### Texas Housing Conference 2010

Texas Affiliation of Affordable Housing Providers  
814 San Jacinto Blvd., Ste. 408 • Austin, TX 78701  
info@texashousingconference.org