

Annual Convention Souvenir Journal Message Application

**Deadline
for artwork
& payment:
June 8**

THURSDAY, JULY 12–SUNDAY, JULY 15, 2018

The NDSC invites exhibitors, speakers, vendors, families and others to place a message in the convention program, the Souvenir Journal. The inclusion of your message shows your support for the work of the NDSC and assists us to better serve persons with Down syndrome.

Messages may provide information, recognition, good wishes or may memorialize an individual. Business logos and photos may be included. More than 3,500 people are expected to attend. Each attendee will receive a copy of the Souvenir Journal.

The National Down Syndrome Congress is a non-profit organization registered with the IRS to accept tax deductible contributions. All funds received will be used to offset the cost to produce the Souvenir Journal for the 2018 convention. The NDSC reserves the right to accept or reject any message.

Step 1: Choose a Message Option			W × H
A	\$550*	Back cover	4-color see page 2
B	\$500*	Inside front cover	4-color see page 2
C	\$500*	Inside back cover	4-color see page 2
D	\$500*	Compendium back cover	4-color see page 2
E	\$450*	Facing inside front cover	b/w 7½" × 10"
F	\$450*	Facing inside back cover	b/w 7½" × 10"
G	\$450*	Facing General Program	b/w 7½" × 10"
H	\$450*	Facing Table of Contents	b/w 7½" × 10"
I	\$450*	After Table of Contents	b/w 7½" × 10"
J	\$400*	Opposite Convention at a Glance	b/w 7½" × 10"
K	\$400*	Opposite Workshop Planner	b/w 7½" × 10"
L	\$400*	Opposite NDSC Greetings	b/w 7½" × 10"
M	\$400*	Opposite Sponsor/Exhibitors	b/w 7½" × 10"
N	\$400*	Opposite Pre-Convention Listing	b/w 7½" × 10"
O	\$400*	Opposite YA Conference Schedule	b/w 7½" × 10"
P	\$350	Full Page	b/w 7½" × 10"
Q	\$250	Half Page	b/w 7½" × 5"
R	\$150	Quarter Page	b/w 3¾" × 5"
S	\$75	Eighth Page	b/w 3¾" × 2½"

Step 2: Choose a Layout Option

1	Donor will provide final camera ready artwork. See page 2 for specifications.
2	Donor will email message copy to be typeset. Please email message copy to coleen@ndscenter.org .
3	Donor will provide copy, images, logos, etc. and requests assistance with message design and layout. (additional charges may apply)

* Verify availability of these locations with NDSC at coleen@ndscenter.org.

Bleeds are NOT permitted except on covers.

Step 3: Fill Out the Form Below with your Selections

Souvenir Journal Application Form

(Convention Program)

Send payment in full,
completed form, & copy to:

Coleen Popp
NDSC Convention Director
30 Mansell Court, Suite 108
Roswell, GA 30076

770-604-9500 • 800-232-6372

Fax: 770-604-9898

Email: coleen@ndscenter.org

**Payment must be made
in US funds.**

(Checks made out to NDSC)

MESSAGE OPTION (enter letter in box, A–S)

LAYOUT OPTION (enter number in box)

DATE _____ DONOR ORGANIZATION _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE _____ FAX _____

EMAIL _____

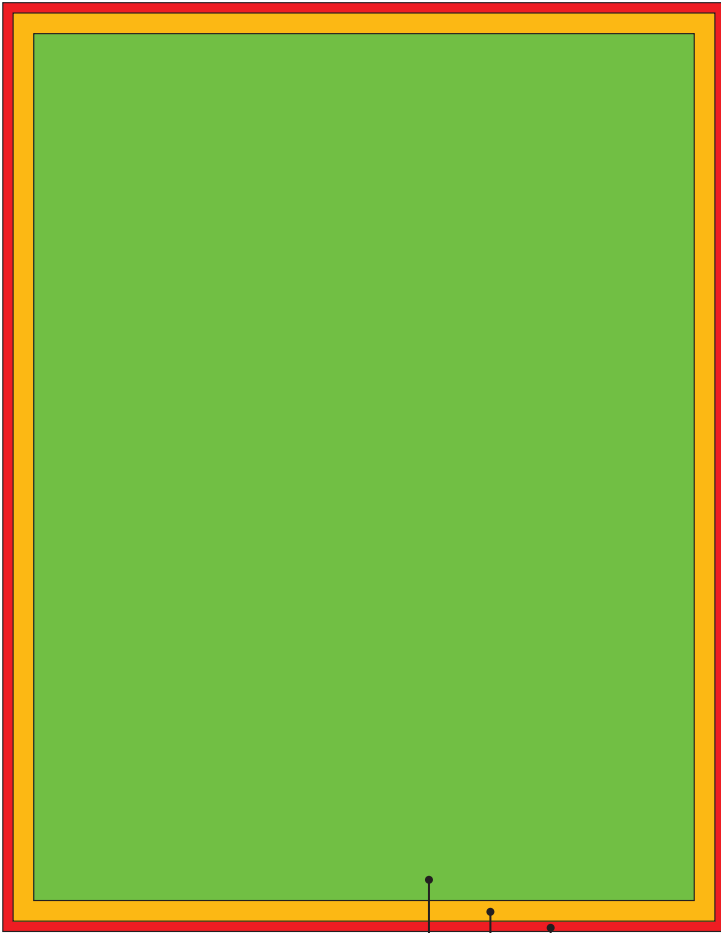
AMOUNT ENCLOSED \$ _____ CHECK CREDIT CARD

CARD # _____ EXP. DATE _____

NAME ON CARD _____

SIGNATURE _____

A & B: Full page, outside and inside covers, full color:



Safety area: 8 × 10½ inches
Trim area: 8½ × 11 inches
Bleed area: 8¾ × 11¼ inches

Safety area: *Avoid placing text and essential graphics beyond this point to eliminate the possibilities of accidental trimming.*

Trim area: *Represents the actual ad size after being trimmed.*

Bleed area: *Everything in this area will be trimmed.*

Specifications for submitted messages:

Preferred: high-res (300 dpi) electronic artwork (CMYK color for covers; black/grayscale for inside pages) submitted as an InDesign, Illustrator, TIFF, JPEG or PDF file emailed to coleen@ndscenter.org.

Acceptable: Hard copy can be mailed to:
Coleen Popp
NDSC Convention Director
30 Mansell Court, Suite 108
Roswell, GA 30076

Files submitted at non-standard sizes will be reduced or enlarged at the designer's discretion.

C, D, E & F: Full page, not a cover,
black & white:
7½ inches wide × 10 inches high

G: Half page, black & white:
7½ inches wide × 5 inches high

H: Quarter page,
black & white:
3¾ inches wide
× 5 inches high

I: Eighth page,
black & white:
3¾ inches wide
× 2½ inches high