



**SAGES 2011 Surgical Spring Week**  
 Annual Scientific Session & Postgraduate Courses  
 March 30 – April 2, 2011 — San Antonio, Texas

## Final Program Advertising Order Form

**AD PLACEMENT DEADLINE: January 21, 2011**  
**ART MATERIALS DEADLINE: February 11, 2011**

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_ E-Mail: \_\_\_\_\_

Advertising Agency Info (If Applicable): \_\_\_\_\_

**Circulation:** The SAGES 2011 Surgical Spring Week Final Program will be distributed to approximately 2,300+ surgeons and guests at the meeting, and to a mailing list of colleagues around the world. In addition, it will be distributed as part of SAGES outreach exhibits during the 8 months following the meeting. Total print run: approximately 5,000. The publication will contain all final program information as well as the abstracts for the meeting.  
 Distribution immediately before, during and after the meeting.

**ADVERTISING RATES / ORDER FORM:**

**DEADLINES:**

Ad Placement Orders: **January 21, 2011.**

Camera-Ready Mechanicals, Film or Disk must be received by **February 19, 2010** with complete payment.

**ALL ADS ARE BLACK & WHITE.**  
**ADS ARE NON-COMMISSIONABLE.**

**Mechanical Requirements:**

Full page trim size: 8 1/2" x 11" (non-bleed)  
 Image Area: 8" x 10 1/2"  
 Half Page trim size: 8 1/2" x 5 1/2" (non-bleed)  
 Image Area: 8" x 5"

Please indicate if your ad requires specific orientation:

Right page     Left page

Ad Type	Fee	Amount Enclosed
Full page – Inside Front Cover	\$1,500	
Full page – Inside Rear Cover	\$1,400	
Full Page (Black & White)	\$1,200	
Half Page (Black & White)	\$625	
<b>TOTAL AD COST</b>		
<b>50% Deposit</b> (Required By January 21, 2011)		
<b>Balance Due</b> February 11, 2011		

Enclosed is a check payable to SAGES for \$ \_\_\_\_\_

Please charge \$ \_\_\_\_\_ to the credit card below:

Visa     MC     AMEX    Expiration: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Reproduction Requirements:**

Macintosh CD Rom or zip disk.  
 FILE FORMATS ACCEPTED: InDesign CS3, Quark Xpress 6 (or lower), or Illustrator 10 (or lower) files. Please outline all fonts in illustrator. All grayscale files should have a resolution of 300 dpi. All necessary type, placed graphic files and proof must accompany files. PDF files are acceptable but cannot be changed. No other formats will be accepted. Files set up incorrectly are not the responsibility of Show Management. Any troubleshooting required will be billed at \$60.00 an hour. Contact: Michi Nakayama, (310) 437-0544, ext. 113, [michi@sages.org](mailto:michi@sages.org).

**Return completed form with check payable to SAGES to:**

**SAGES, Attn: Michi Nakayama - 11300 W. Olympic Blvd., Suite 600 - Los Angeles, CA 90064.**

**Or fax completed form with credit card information to Michi Nakayama at (310) 437-0585.**