



# Christian Ministries Training Association Official Event Program

## PROGRAM AD RATES

★ Reserving your ad is as easy as 1 2 3...★

- 1 Choose the ad size and rate that fits your budget.
- 2 Choose an expansion package that gives you the desired visibility.
- 3 Reserve your ad...for a discount, secure space before **12/18/09**

### AD RATES

Business Card	B&W	\$50
1/8 " Page	B&W	\$95
	Color	\$125
1/4 " Page	B&W	\$175
	Color	\$250
1/2" Page	B&W	\$300
	Color	\$350
Full Page	B&W	\$450
	Color	\$500
Inside Cover	Color Only	\$600
Back Cover	Color Only	\$675

### CHOOSE FROM 5 LAYOUT AD SIZES

Full Page	1/2 Page	1/4 Page	1/8 Page	Bus. Card
<b>Non-Bleed</b> 7 1/4" Wide x 9 3/4" Tall	<b>Horizontal</b> 7 1/4" Wide x 4 3/4" Tall	<b>One Size</b> 3 1/2" Wide x 4 3/4" Tall	<b>One Size</b> 3 1/2" Wide x 2 1/4" Tall	<b>One Size</b> 2" Wide x 2" Tall
<b>Bleed</b> 8 3/4" Wide x 11 1/4" tall				

### 3 EXPANSION PACKAGES

- 1 **Economy**  
Program Insert (1)  
plus  
Web-Link  
\$100 (Total)
- 2 **Medium**  
Half-Page  
Ad B&W  
Program Insert (1)  
Plus Web-Link  
\$350 (Total)
- 3 **Premium**  
Full Page  
Ad Color plus  
Program Insert (1)  
Plus Web-Link  
\$575 (Total)

#### CAMERA READY SPECS

Camera-ready art must be provided in TIFF, EPS, PDF, JPG or native Adobe Illustrator files in the proper size and format. All fonts must be embedded. Minimum 300 dpi images in CMYK color mode are the only acceptable formats, no RGB or LAB. Please name your files using the following naming convention:  
Name.filetype (i.e.: cmta.tiff)

### FOR QUESTIONS OR TO RESERVE SPACE CONTACT US AT:

CMTA PO Box 1500 Temple City, CA 91780-7500

(323) 206-1115 Teresa Bowles E-mail: [teresabowles1@yahoo.com](mailto:teresabowles1@yahoo.com)



# Christian Ministries Training Association

Friday April 23, 2010 and Saturday April 24, 2010

## ADDITIONAL AD INFORMATION

### EARLY BIRD SPECIAL DISCOUNTS

Secure your ad before 12/18/09 to take advantage of these discounted rates.

**Exhibitors 25%**      **Extension Package 10%**      **General 5%**



### Reasons to advertise in the Convention Program...



1. Attendees are generally your prime target customers who make purchase decisions throughout the year. Increase your chances of getting their attention by advertising in the program.
2. Convention Programs will be distributed to all attendees and mailed to our database prior to the convention.
3. Attract customers to your booth space! If you choose to be an exhibitor...increase your chances of important customers inquiring at your booth.
4. The Program is taken home by the attendees and kept for future reference. Increase the chances of post-convention sales by ensuring they know how to contact you.
5. Your ad increases your exposure to paying customers, likely covering the ad cost
6. Distinguish your business or ministry from other exhibitors by a well-designed ad in the program. This will catch their attention and desire to visit your booth.



### Why Maximize Your Exposure with the Expansion Package..



1. By choosing an expansion package you will heighten your exposure to potential customers before, during and after the convention
2. You can choose to have definite increased exposure through...
  1. Program Ad
  2. Program Insert (Provided by you, inserted into each attendees program)
  3. Exhibitor Index List
  4. Green Pages (Distributed at the convention)
  5. Through our Web-Site (optional)
3. Potential customers can link to your web site by accessing our Web-Site.

### RESERVE YOUR AD SPACE BY CONTACTING US AT:

CMTA PO Box 1500 Temple City, CA 91780-7500

Voice (323) 206-1115

E-mail address: [teresabowles1@yahoo.com](mailto:teresabowles1@yahoo.com)

**When communicating with us provide the following information to ensure proper service:**

**(1) Contact Name (2) Telephone Number (3) E-Mail Address (4) Mailing Address**