



**ILLINOIS FOOD RETAILERS ASSOCIATION**  
*with Co-Host*  
**GROCERY MERCHANDISING ASSOCIATION**



**ANNUAL CONFERENCE & EXPO**  
**September 28-29, 2010**

**Ad Space Authorization**

This authorizes you to insert our advertisement in the 2010 Conference Magazine and Membership Directory. Ad closing date: July 30, 2010.

***THE BOXES CHECKED BELOW INDICATE YOUR INSTRUCTIONS***

- |  |   |
|--|---|
| <input type="checkbox"/> COLOR PAGE - \$775.00   | <input type="checkbox"/> 1 Page B & W - \$525.00<br>(7-1/2" W x 10" D)      |
| <input type="checkbox"/> 1/2 Page B & W - \$375.00<br>(7-1/2" W x 4-7/8" D or 3-5/8" W x 9-1/2" D) | <input type="checkbox"/> 1/4 Page B & W - \$225.00<br>(3-5/8" W x 4-7/8" D) |

Please Repeat 2009 Ad     New Ad Copy Enclosed     Ad Copy Forthcoming

The IFRA staff is available to assist in ad copy design.

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**Printing Specifications:** Final Trim Size: 8-1/2" x 11"; Line Screen: 175; Maximum Tone Density: 300%  
**Digital Media** (preferred): Most types of digital formats are accepted including PDF files. Resolution must be at least 300.  
 Artwork done using QuarkXpress, Photoshop and Illustrator preferred.  
**Camera-ready:** Acceptable only with black and white copy without shading and gradients. Velox or high quality laser-print preferred.

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Date: \_\_\_\_\_

Authorized by (Name & Title): \_\_\_\_\_

Email: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Full Address: \_\_\_\_\_

Phone: \_\_\_\_ (\_\_\_\_) \_\_\_\_\_ Fax: \_\_\_\_ (\_\_\_\_) \_\_\_\_\_

Payment Method:     Check enclosed.     Please invoice me.     Please charge my credit card.  
 American Express     VISA     MasterCard     Discover

Account #: \_\_\_\_\_ Exp. \_\_\_\_\_

Name on account: \_\_\_\_\_ Signature \_\_\_\_\_