

## ADVERTISING OPPORTUNITIES PROGRAM GUIDE

**24<sup>th</sup> Annual International Aboveground Storage Tank Conference & Trade Show** | April 13-15, 2022 | Orlando, Florida

### ABOUT THE PROGRAM GUIDE

The **Program Guide** will be in print and digital formats. It will be distributed to everyone at the show.

The virtual publication will be emailed to our database of over 35,000 subscribers and posted on the NISTM.org website for maximum exposure of your ad. Each ad will have hyperlinks to their email and website. Readers on smart devices will be able to contact the advertiser by simply using their fingertip to make a direct call off the ad.

### AD SPECS & RATES

- **Inside Front Cover** (Premium) 8.25" x 10.75" \*\* | \$1,075
- **Inside Back Cover** (Premium) 8.25" x 10.75" \*\* | \$1,075
- **Full Page** | 8.25" x 10.75" \*\* | \$950
- **Half Page** | 7" x 4.875" | \$650 (Horizontal)
- **Quarter Page** | 3.687" x 4.875" | \$425

**Deadline to submit artwork is March 4, 2022**

*If you need help with creating your ad, NISTM offers complimentary ad design.*

\*\* Add 1/8" for bleed

### ARTWORK FILES

**We accept the following application files:**

- Acrobat
- Illustrator\*
- InDesign\*
- Photoshop
- EPS
- PDF (perferred)

\*Please provide supporting files.

### **What settings do I use when distilling PDF files?**

There are many ways to generate a PDF file, but in general you want to make a "press" ready PDF by setting the following options:

- Include/embed all fonts and no subsetting
- No image compression
- Make sure your colors are not being converted to RGB



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www.NISTM.org

## ADVERTISING FORM PROGRAM GUIDE

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Conference & Trade Show** | April 13-15, 2022 | Orlando, Florida

Name & Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_ Cell: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

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### **PAYMENT INFORMATION:**

\_\_\_\_\_ **Check in Mail** (Payable to NISTM) Mail check to: PO Box 26008, Tampa, FL 33623

\_\_\_\_\_ **American Express** \_\_\_\_\_ **Discover** \_\_\_\_\_ **MasterCard** \_\_\_\_\_ **VISA**

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV # \_\_\_\_\_

Billing Full Address \_\_\_\_\_

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

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

To submit this advertising form, you may either Fax it to **813.851.1705** or  
Scan/Email it to [janelle@nistm.org](mailto:janelle@nistm.org)