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# 2012 LULAC National Convention & Exposition

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## ADVERTISING AGREEMENT

The 2012 LULAC National Convention Program provides an excellent opportunity for placing recruitment and community relations advertisements highlighting your corporate contributions to the Hispanic community. Over 7,000 copies will be distributed.

Please print or type the requested information below to advertise in the convention program:

Name \_\_\_\_\_ Title \_\_\_\_\_

Corporation/Agency \_\_\_\_\_

Representing Agency \_\_\_\_\_

Address \_\_\_\_\_

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

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

Please indicate choices below (trim sizes shown):

☐ Full Page Color (8.5"x11") ..... \$2,500

☐ Half Page Color (8.5"x5.5") ..... \$1,250

☐ Quarter Page Color (4.25"x5.5") ..... \$750

☐ Inside Covers—Full Page—Color only ..... \$3,500

☐ Back Cover—Full Page—Color only ..... \$4,000

### Notes:

- 1). Program dimensions are 8.5" x 11". No charge for bleed, but provide 1/8" bleed area all around. Live area is 1/4" less than trim all around.
- 2). Preferred material: PDF digital material which can be sent to the address below or emailed to [SPerez@LULAC.org](mailto:SPerez@LULAC.org). We also accept color slick with film negatives, right side reading, emulsion side down. Four-color ads require a color proof or color key with color separation provided right side reading, emulsion side down, 175 line screen.
- 3). Ad material returned only upon request.
- 4). **No cancellations** after closing date of **June 1, 2012**.
- 5). The publisher and LULAC shall be under no liability for errors made by the advertiser or loss by reason of any errors arising out of publication.

Mail this agreement and payment to the LULAC Washington Office. Mail the camera ready ad to address listed below. Publisher reserves the right to assign all advertising space. All prices are net and non-commissionable. This agreement, artwork, and payment must be received by **June 1, 2012**.

Signature of Authorized Representative \_\_\_\_\_

\_\_\_\_\_ Date

Make checks payable to the **2012 LULAC National Convention** and mail to the LULAC National Office. Credit card orders accepted by fax. For more information, contact Silvia Perez-Rathell at (202) 833-6130 or visit our website at: [www.LULAC.org](http://www.LULAC.org). *Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention*

**LULAC National Office**  
1133 19<sup>th</sup> Street, NW, Suite 1000  
Washington, DC 20036  
(202) 833-6130 FAX (202) 833-6135

Total \_\_\_\_\_ Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

☐ MasterCard ☐ Visa ☐ American Express Signature \_\_\_\_\_

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**Orlando, FL • June 25—June 30, 2012**

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