

2008 IEG Sponsorship Sourcebook™ Advertising Opportunities



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1/6 Page Vertical	\$ 665	\$ 599	N/A	N/A	1 copy	\$100	N/A	N/A
1/3 Page Vertical or Square	\$ 1,189	\$ 1,075	\$ 1,689	\$ 1,525	2 copies	\$150	Yes	N/A
1/2 Page	\$ 1,515	\$ 1,369	\$ 2,165	\$ 1,957	2 copies	\$250	Yes	Yes
Full Page	\$ 2,519	\$ 2,260	\$ 3,600	\$ 3,235	2 copies	\$350	Yes	Yes
Tab Divider Page			\$ 4,855	\$ 4,365				
Inside Back Cover			\$ 4,985	\$ 4,485				
Inside Front Cover			\$ 6,255	\$ 5,620				
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Specs:

Logo	1/6 Page	1/3 Page	1/3 Page	1/2 Page	Full Page	Tab Divider	Cover
2 ⁵ / ₁₆ " x 1"	2 ⁵ / ₁₆ " x 4 ¹³ / ₁₆ "	4 ¹³ / ₁₆ " x 4 ¹³ / ₁₆ "	2 ⁵ / ₁₆ " x 9 ³ / ₄ "	7 ⁵ / ₁₆ " x 4 ¹³ / ₁₆ "	7 ⁵ / ₁₆ " x 9 ³ / ₄ "	Trim: 8 ¹ / ₂ " x 11" Bleed: 1/8"	Trim: 9 ¹ / ₈ " x 11" Bleed: 1/8"

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