



GLOBAL MISSIONS  
HEALTH CONFERENCE

# Advertise in the GMHC 2015 Elements Conference Guide.



A great opportunity to reach qualified readers with information about your organization.

We are excited to offer the opportunity for you to advertise in the Exhibitor Section of our Elements Conference Guide. It's another way we are able to help you connect with and communicate your specific message to attendees of the conference.

- The 2015 Elements Guide will provide insight and inspiration on ways to take the next steps in medical missions—while providing comprehensive information on how to make the most of this year's conference experience.
- Elements Guides have proven to have a long shelf life, with valuable content and reference information.
- More than 3,000 copies are distributed – including distribution at the conference, and at related events throughout the year – to audiences that are specifically interested in wholistic global missions.

## DUE DATES:

**SPACE ORDER FORM DUE: September 4, 2015**

**AD MATERIALS DUE: September 11, 2015**

PLEASE SEND YOUR SPACE ORDER FORM TO\*:

MAIL: GMHC Ad Space, c/o Plow Studio,  
1235 E. Oak Street, Louisville, KY 40204

EMAIL: [GMHC@plowstudio.com](mailto:GMHC@plowstudio.com)

FAX: 502-459-2420 Attn: GMHC Ad Space

**\*IMPORTANT NOTE:  
DO NOT SEND PAYMENT TO PLOW STUDIO**

## AD COST:

Exhibitors receive a discount off the standard ad price.

**FULL PAGE AD: \$950**  
(\$700 SPECIAL RATE FOR EXHIBITORS)

Rates are net (non-commissionable)

SEND PAYMENT TO:  
SOUTHEAST CHRISTIAN CHURCH  
(SEE ORDER FORM FOR DETAILS)

This year's conference dates are:

**November 5-7, 2015**  
[www.medicalmissions.com](http://www.medicalmissions.com)

A ministry of Southeast Christian Church





## AD SIZES AND MECHANICAL SPECIFICATIONS

For advertising being designed for, or submitted to, the Global Missions Health Conference Elements Conference Guide

### AD SIZE

Publication Trim Size: 7"W x 9.5"H  
Bleeds: Add 1/8" (9 pt.; 3.2mm)

**FULL PAGE**

**Non-Bleed Ad:**  
5.75"w X 8.25"h

**Bleed Ad:\***  
7.25"w X 9.75"h

\*Keep all important copy and images within 5.75"w X 8.25"h

### AD RATES

SPACE RESERVATION DEADLINE: **SEPTEMBER 4, 2015**  
AD MATERIALS DEADLINE: **SEPTEMBER 11, 2015**

**FULL PAGE AD:**  
\$950 NON EXHIBITORS  
\$700 EXHIBITORS

### DIGITAL MATERIAL SPECIFICATIONS

The Elements Conference Guide is printed on uncoated paper.

#### ACCEPTED MEDIA

Mac formatted disk, CD-R, CD-RW. Please note that CD-ROMS must be formatted to be read by Mac OS. Submitted media must be clearly labeled. (No Floppy disks accepted.) Label Requirements: Elements 2015, advertiser name, and contact name and telephone number.

#### FORMAT:

High-Res PDF files (made ONLY through Acrobat Distiller). No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0, 6.0, 7.0, 8.0, 9.0, X, or XI. We will also accept Illustrator .eps files and Photoshop .tif files.

*The High-Res PDF distilled files must have:*

- \* All fonts MUST be embedded (True Type fonts cannot be used for printing).
- \* The correct mode (ie. CMYK or Grayscale) Never RGB or LAB or embedded color profiles (ie. NOT ICC profiles).
- \* All spot colors MUST be converted to CMYK.
- \* OPI MUST NEVER be included in the file. (Uncheck this item in the advance tab in distiller.)
- \* Resolution: 300 DPI for all submitted images and files.

continued



## AD SIZES AND MECHANICAL SPECIFICATIONS

*For advertising being designed for, or submitted to, the Global Missions Health Conference Elements Conference Guide*

### DIGITAL MATERIAL SPECIFICATIONS

continued

- \* All full page ads should be centered on a trim size document and have marks indicating trim and bleed, or we will position at our discretion. All marks must be outside the trim size document.
- \* All submitted images, and/or files must be converted to CMYK or grayscale.

#### ALL ADS MUST BE ACCOMPANIED BY A HARD COPY PROOF TO VERIFY CONTENT

#### ACCEPTABLE COLOR PROOFS:

*THE CORRECT SIZE PROOF MUST BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.*

- \* Kodak APPROVAL Proof
- \* Matchprint DIGITAL H/T Proof
- \* Fuji FINALPROOF

**Note: If you do not provide one of the above proofs, we will not be responsible for color reproduction.**

B/W ads can be submitted with a B/W laser or inkjet proof.

#### BACKUP WORK FOLDERS:

In addition to the High-Res PDF all supporting fonts, illustrations, and scans should accompany each submitted ad. All submitted fonts must be for MAC OS (NO PC FONTS can be used), and Postscript in nature. NO "True Type" fonts. Illustrator files should have all fonts converted to outlines. All files must be saved to disk in the MAC OS format.

Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed.

**Please note:** Charges will be made to advertiser or agency at commercial rates for digital files that require alterations — whether requested or necessary to make them conform to publication specs. You will be notified if this is the case.

(If media/digital data is to be returned, a self addressed envelope with the correct postage must be submitted.)

#### SEND AD MATERIALS WITH YOUR CONTACT INFORMATION BY DEADLINE (SEPTEMBER 11, 2015) TO:

(Upon receipt, we will contact you to confirm that we have your materials.)

**Mail or Ship:** GMHC Elements,  
c/o Plow Studio  
1235 E. Oak Street, Louisville, KY 40204  
Tel: 502-459-2401

**Email PDF files under 5MB:** GMHC@plowstudio.com

#### PAYMENT FOR AD SPACE MUST BE MAILED DIRECTLY TO SOUTHEAST CHRISTIAN CHURCH:

ATTN: GMHC  
Southeast Christian Church  
920 Blankenbaker Pkwy.  
Louisville, KY 40243-1845

**Make check payable to: Southeast Christian Church**

*The GMHC reserves the right to reject any ad materials that do not conform to our ethical or publication standards.*

If you have any production-related questions or if we can be of assistance, please contact our publishing partner:

**Plow Studio, Tel: 502-459-2401, email: karen@plowstudio.com**

**Please direct conference-related or payment questions to Kacie Chase, Southeast Christian Church, 502-253-8069.**



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# GMHC Elements Conference Guide

## ADVERTISING SPACE ORDER FORM

Please reserve my ad space for the 2015 GMHC Elements Guide

Advertiser/Company Name \_\_\_\_\_

Advertising Agency Name (if submitted by agency\*) \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

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

I am an exhibitor at the Conference

**Requested Ad Size:**

Full Page (\$950 non-exhibitor; \$700 exhibitor)

**Total Cost:** \_\_\_\_\_

*\* All rates are net and non-commissionable*

Authorized Signature \_\_\_\_\_

**Payment:**

Check (Make payable to Southeast Christian Church)

**MAIL CHECK DIRECTLY TO SOUTHEAST CHRISTIAN CHURCH:**

ATTN: GMHC  
Southeast Christian Church  
920 Blankenbaker Parkway  
Louisville, KY 40243-1845

**THIS FORM MUST BE RECEIVED BY SEPTEMBER 4, 2015 TO SECURE YOUR SPACE.**

SEND BY FAX: Attn: GMHC Ad Space 502-459-2420

SEND BY EMAIL: GMHC@plowstudio.com

SEND BY MAIL: Attn: GMHC Ad Space, c/o Plow Studio, 1235 E. Oak Street, Louisville, KY 40204

**NO CANCELLATIONS ACCEPTED AFTER DEADLINE**

There are no promises, verbal understandings or agreements of any kind pertaining to this contract other than those specified herein, and this contract constitutes the entire agreement between the parties and its terms cannot be added to nor subtracted from by parol evidence. GMHC does not guarantee results for media and advertiser agrees to pay in full for all delivered advertisement space. Subsequent publication is not assumed. GMHC reserves the right to refuse advertisements at its sole discretion. By signing, the advertiser agrees that advertisements will be true and accurate and the advertiser will provide substantiating evidence for any claims made.

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