

Victory of Light Program Advertising Opportunities

Increase your exposure during and after the expo weekend by advertising in the Victory of Light Program! Direct attendees to your booth, lecture, product or service at the show, build trust through name recognition and help attendees contact you more easily after the expo is over.

The program will be handed to every person walking through the door. It will contain the lecture schedule, exhibitor listings with booth numbers, mini articles and advertising to help draw attention to you.

Invest in your success at Victory of Light! See details below.

Ad Specifications

Ad Sizes and Prices:

Business Cards (2" high X 3.5" wide) for \$45.00

Quarter Page (4.5" high X 3.5" wide) for \$90.00

Half Page (4.5" High X 7.5" Wide OR 9.5" High X 3.5" Wide) for \$175.00

Camera Ready Ads:

1. Ads must adhere to the above proportions or they will have to be redesigned (billed at \$45 per hour.)
2. Ads should be 200 dpi or higher resolution.
3. Ads can be sent via email (or mailed on CD) as a TIF, JPEG or PDF file, to Victor@VictoryofLight.com. Please indicate "Program Ad" in the Subject Line.
4. You may scan a copy of your business card and email us the file (saved at a high resolution); it will be considered Camera Ready. However, business cards with subtle lines, lots of color or grainy types of backgrounds do not scan and print well. If you have this type of business card, a better option for final printing might be to have an ad specifically created for the program.

Ad Design/Rework:

1. Simple text ads (no graphics) can be designed for you for a flat fee of \$20. Design fees for more complicated ads will be billed at \$45 per hour. Have all the content and contact info ready for any text ads you want us to design. This could include: Name, Address, Phone Numbers, Cell Phone Numbers, Websites, Email Addresses, etc.
2. Rework means that there must be changes/modifications made to an ad, for example, an existing business card ad which needs to have a website added or a phone number changed. Call us for a quote on reworking your ad, as the process will vary depending on what you need. Most of these modifications will not be expensive to make.
3. Victory of Light cannot be held liable in any sense for ads that are approved and are later discovered to contain errors. All errors become the responsibility of the person approving the ad.

Advertising Deadlines:

Call or email to reserve your space in the program	Anytime
Camera-Ready Ads:	3 weeks before show
Ads requiring design/rework:	4 weeks before show
(NOTE: Internet connectivity is a must! You'll need to view digital files to review your ad!)	
Full Payment:	3 weeks before show

Advertising Contact:

To Order Advertising - contact: Victor Paruta - 513-929-0406 or by email: Victor@VictoryofLight.com.

Completed digital ads should be sent to Victor by email.

Contact Victor for ad design services.

Checks for ads should be made out to Victory of Light and sent to Victory of Light, 235 Klotter Ave, Cincinnati, OH 45219.

Payment can also be made by credit card - if you used a card to pay for your booth, we can use the same card, or a different card. Just let us know.