

# ADVERTISING ORDER FORM

## PROGRAM GUIDE

The Program Guide will be given to all conference registrants and exhibitors.

		ACTUAL SIZE (TRIMMED)	BLEED SIZE	LIVE AREA SIZE*
AD SIZE	COST	IN. OR MM (W X H)	IN. OR MM (W X H)	IN. OR MM (W X H)
TAB PAGE	<b>USD 2,100</b> MEMBER <b>USD 3,300</b> NON-MEMBER	5.75" X 8.5" 146MM X 216MM	<i>includes 1/8 inch or 3 mm on all sides</i> 6" X 8.75" 152MM X 222MM	5.25" X 8" 133MM X 203MM
FULL PAGE	<b>USD 1,800</b> MEMBER <b>USD 2,700</b> NON-MEMBER	5.5" X 8.5" 140MM X 216MM	5.75" X 8.75" 146MM X 222MM	5" X 8" 127MM X 203MM
HALF PAGE HORIZONTAL	<b>USD 1,200</b> MEMBER <b>USD 1,800</b> NON-MEMBER	4.5" X 3.625" 114MM X 92MM	4.75" X 3.875" 120MM X 98MM	4" X 3.375" 101MM X 85MM

\*Please be sure to keep any copy you don't want cut off within the live area size.

**Space Deadline:** Monday, 20 November 2017  
**Material Deadline:** Monday, 4 December 2017

### Printing Process

Heat-set web offset process. Full page ad trim size 5.5 x 8.5 inches or 140mm x 216mm. Bleed size 5.75 x 8.75 inches (1/8 inch bleed from all sides) or 146mm x 222mm (3mm bleed on all four sides). Wire-O binding.

### Digital Specification

We accept digital ads on PC or Mac-formatted media.

### Accepted File Formats

- Tiff or pdf (all fonts embedded) file formats with 300dpi or higher
- Adobe Illustrator® eps or pdf file formats are also acceptable, provided that all type is outlined and support images are embedded and in CMYK format

### Ad Delivery

Please send ads via email to [ptc18@ptc.org](mailto:ptc18@ptc.org). If larger than 9MB, please contact PTC'18 Advertising at [ptc18@ptc.org](mailto:ptc18@ptc.org).

## CONFERENCE PROGRAM GUIDE BELLY BANDS

The Belly Band is an advertisement strip that horizontally encircles every printed PTC 18 Conference Program Guide. Advertise on the Belly Band and ensure that every conference registrant becomes aware of your organization.

**SOLD**

<b>MEMBER RATE</b>	<b>USD 5,000</b>
<b>NON-MEMBER RATE</b>	<b>USD 7,500</b>

## CONFERENCE BAG INSERTS

Place your organization's message or item in each registrant's conference bag.

<b>MEMBER RATE</b>	<b>USD 3,500</b>
<b>NON-MEMBER RATE</b>	<b>USD 5,000</b>

Please note that space for this advertisement option is limited to three (3) organizations. PTC is not responsible for the logistics and shipping costs.

## PTC-TV COMMERCIALS

Highlight your company's presence at PTC'18 through a commercial on PTC-TV's daily programs. Commercials will be scheduled to air in one program, run on a continuous loop in each of the guest rooms on an in-house channel dedicated to PTC'18 24 hours a day.

<b>SPOT</b>	<b>MEMBER RATE</b>	<b>NON-MEMBER RATE</b>
30-SECOND SPOT	<b>USD 1,500</b>	<b>USD 2,500</b>
31-SECOND TO 60-SECOND SPOT	<b>USD 2,750</b>	<b>USD 3,750</b>
61-SECOND TO 90-SECOND SPOT	<b>USD 4,500</b>	<b>USD 7,500</b>
91-SECOND TO 120-SECOND SPOT	<b>USD 6,000</b>	<b>USD 10,000</b>
121-SECOND+ SPOT	<b>USD 7,500</b>	<b>USD 12,500</b>

## PTC-TV EXECUTIVE INTERVIEWS

Feature your organization's most senior executive on PTC-TV. Interviews will air in each of the guest rooms on an in-house channel dedicated to PTC'18 24 hours a day. Executive Interviews will also be available online on PTC's website following the conference.

### 3-4 Minute Interview

<b>MEMBER RATE</b>	<b>USD 3,500</b>
<b>NON-MEMBER RATE</b>	<b>USD 5,000</b>

## FLOOR DECALS

The Floor Decal is a 10' wide x 8' tall horizontal advertisement placement in the Mid-Pacific Conference Center, ensuring that every conference attendee sees your organization's message as they enter the PTC'18 conference.

<b>MEMBER RATE</b>	<b>USD 5,000</b> for one (1) <b>USD 2,500</b> for each additional
<b>NON-MEMBER RATE</b>	<b>USD 7,500</b> for one (1) <b>USD 3,500</b> for each additional



## MAIN LOBBY COLUMN WRAPS

The Main Lobby Column Wraps are a four-sided wrap (3' wide x 8' tall) of the columns within the main lobby of the Hilton Hawaiian Village®, visible to conference attendees as they check into the hotel or pass through the lobby.

<b>MEMBER RATE</b>	<b>USD 2,000</b> per side, or <b>USD 6,000</b> for all four (4) sides of one (1) column
<b>NON-MEMBER RATE</b>	<b>USD 3,000</b> per side, or <b>USD 10,000</b> for all four (4) sides of one (1) column

## MAIN LOBBY COLUMN WALL DISPLAYS

The Main Lobby Column Wall Displays are inserts into the wall display (4' wide x 8' tall) on columns within the main lobby of the Hilton Hawaiian Village®, visible to conference attendees as they check into the hotel or pass through the lobby.

<b>MEMBER RATE</b>	<b>USD 3,000</b> per side, or <b>USD 7,500</b> for all four (4) sides of one (1) column
<b>NON-MEMBER RATE</b>	<b>USD 4,000</b> per side, or <b>USD 12,000</b> for all four (4) sides of one (1) column

## TAPA WALL DISPLAY

The Tapa Wall Display is a 10' wide x 8' tall wall display near the Tapa Tower elevators in the Tapa Tower lobby area, visible to conference attendees from the Tapa Bar and as they pass by to access the elevators.

**SOLD**

<b>MEMBER RATE</b>	<b>USD 5,000</b>
<b>NON-MEMBER RATE</b>	<b>USD 7,500</b>

## RAINBOW DRIVE BANNERS

The Rainbow Drive banners are an advertising placement on front and back printed banners (2' wide x 5' tall) on the center island of Rainbow Drive, visible to conference attendees as they drive onto the Hilton Hawaiian Village® property, but also as they walk between their rooms and the Mid-Pacific Conference Center.

<b>MEMBER RATE</b>	<b>USD 2,500</b> for one (1), or <b>USD 7,500</b> for all three (3)
<b>NON-MEMBER RATE</b>	<b>USD 3,500</b> for one (1), or <b>USD 12,000</b> for all three (3)

## ESCALATOR CLINGS

The Escalator Cling is an advertising placement on the central panel of the escalator into the Mid-Pacific Conference Center. Each cling will measure 10"x10" and allow your message to reach conference attendees as they approach the PTC'18 conference.

LOCATION	MEMBER RATE	NON-MEMBER RATE
LOWER ESCALATOR (10 CLINGS)	<b>USD 2,750</b>	<b>USD 4,000</b>
UPPER ESCALATOR (14 CLINGS)	<b>USD 3,250</b>	<b>USD 5,000</b>
BOTH (24 CLINGS)	<b>USD 5,000</b>	<b>USD 8,000</b>



## TAPA BAR COASTERS/NAPKINS

The Tapa Bar coasters or napkins are an advertising placement within the popular Tapa Bar at Hilton Hawaiian Village®. Advertising is sold on a per day basis, with choice of exclusive or non-exclusive advertising rates. Advertiser is responsible for printing and delivering the coasters or napkins to Hilton Hawaiian Village® in advance of PTC'18 for distribution.

### COASTERS - SOLD / NAPKINS

DATE	EXCLUSIVE, MEMBER/NON-MEMBER RATE	NON-EXCLUSIVE, MEMBER/NON-MEMBER RATE
SATURDAY, 20 JANUARY 2018	USD 1,000/USD 1,250	USD 750/USD 1,000
SUNDAY, 21 JANUARY 2018	USD 1,250/USD 1,550	USD 1,000/USD 1,200
MONDAY, 22 JANUARY 2018	USD 2,000/USD 2,500	USD 1,500/USD 1,750
TUESDAY, 23 JANUARY 2018	USD 1,250/USD 1,550	USD 1,000/USD 1,200
WEDNESDAY, 24 JANUARY 2018	USD 1,000/USD 1,250	USD 750/USD 1,000
SAT-WED, 20-24 JANUARY 2018	USD 5,000/USD 7,500	USD 4,000/USD 5,000

### COASTERS AND NAPKINS

DATE	EXCLUSIVE, MEMBER/NON-MEMBER RATE
SAT-WED, 20-24 JANUARY 2018	USD 7,500/USD 10,000

### DOOR DROPS, ROOM DROPS, MIRROR CLINGS, DOOR HANGERS, ETC

Place your company's name, logo, and message in or outside the door of attendees' sleeping rooms.

<b>MEMBER RATE</b>	<b>USD 1,000</b> plus additional Hilton charges
<b>NON-MEMBER RATE</b>	<b>USD 2,000</b> plus additional Hilton charges

Please note that only one item is permitted per drop.  
PTC is not responsible for the logistics and shipping costs.

### ADDITIONAL OPPORTUNITIES

For information about additional opportunities, such as [PTC'18 Literature Bins](#) and PTC'18 Innovation Awards Gala, please see their respective order forms. Please contact [ptc18@ptc.org](mailto:ptc18@ptc.org) with any questions about other opportunities not listed here.

### PTC POINT OF CONTACT

PTC'18 Advertising  
Pacific Telecommunications Council  
914 Coolidge Street  
Honolulu, HI 96826-3085

Tel: +1.808.941.3789  
Fax: +1.808.944.4874  
Email: [ptc18@ptc.org](mailto:ptc18@ptc.org)

## PTC'18 ADVERTISING ORDER INFORMATION

Please return this completed form to PTC'18 Advertising via email to [ptc18@ptc.org](mailto:ptc18@ptc.org), fax to +1.808.944.4874, or mail to: Pacific Telecommunications Council, 914 Coolidge St, Honolulu, HI 96826-3085, USA.

TAPA BAR COASTERS OR NAPKINS	EXCLUSIVE, MEMBER/ NON-MEMBER RATE	NON-EXCLUSIVE, MEMBER/ NON-MEMBER RATE
SATURDAY, 20 JANUARY 2018	USD 1,000/USD 1,250	USD 750/USD 1,000
SUNDAY, 21 JANUARY 2018	USD 1,250/USD 1,550	USD 1,000/USD 1,200
MONDAY, 22 JANUARY 2018	USD 2,000/USD 2,500	USD 1,500/USD 1,750
TUESDAY, 23 JANUARY 2018	USD 1,250/USD 1,550	USD 1,000/USD 1,200
WEDNESDAY, 24 JANUARY 2018	USD 1,000/USD 1,250	USD 750/USD 1,000
SAT-WED, 20-24 JANUARY 2018	USD 5,000/USD 7,500	USD 4,000/USD 5,000

TAPA BAR COASTERS AND NAPKINS	EXCLUSIVE, MEMBER/ NON-MEMBER RATE
SAT-WED, 20-24 JANUARY 2018	USD 7,500/USD 10,000

PROGRAM GUIDE AD	MEMBER RATE	NON-MEMBER RATE
TAB FULL-PAGE	USD 2,100	USD 3,300
FULL-PAGE	USD 1,800	USD 2,700
HORIZONTAL HALF-PAGE	USD 1,200	USD 1,800

BAG INSERTS	MEMBER RATE	NON-MEMBER RATE
	USD 3,500	USD 5,000

PROGRAM GUIDE BELLY BANDS	MEMBER RATE	NON-MEMBER RATE
	USD 5,000	USD 7,500

PTC-TV COMMERCIALS	MEMBER RATE	NON-MEMBER RATE
30-SECOND SPOT	USD 1,500	USD 2,500
31-SECOND TO 60-SECOND SPOT	USD 2,750	USD 3,750
61-SECOND TO 90-SECOND SPOT	USD 4,500	USD 7,500
91-SECOND TO 120-SECOND SPOT	USD 6,000	USD 10,000
121-SECOND+ SPOT	USD 7,500	USD 12,500

TAPA WALL DISPLAY	MEMBER RATE	NON-MEMBER RATE
	USD 5,000	USD 7,500

MAIN LOBBY COLUMN WRAPS	MEMBER RATE	NON-MEMBER RATE
FOR ONE (1) SIDE	USD 2,000	USD 3,000
FOR FOUR (4) SIDES	USD 6,000	USD 10,000

PTC-TV EXECUTIVE INTERVIEWS	MEMBER RATE	NON-MEMBER RATE
3- TO 4-MINUTE INTERVIEW	USD 3,500	USD 5,000

MAIN LOBBY COLUMN WALL DISPLAYS	MEMBER RATE	NON-MEMBER RATE
FOR ONE (1) SIDE	USD 3,000	USD 4,000
FOR FOUR (4) SIDES	USD 7,500	USD 12,000

FLOOR DECALS	MEMBER RATE	NON-MEMBER RATE
FOR ONE (1)	USD 5,000	USD 7,500
FOR EACH ADDITIONAL	USD 2,500	USD 3,500

RAINBOW DRIVE BANNERS	MEMBER RATE	NON-MEMBER RATE
ONE (1)	USD 2,500	USD 3,500
THREE (3)	USD 7,500	USD 12,000

ESCALATOR CLINGS	MEMBER RATE	NON-MEMBER RATE
LOWER ESCALATOR (10 CLINGS)	USD 2,750	USD 4,000
UPPER ESCALATOR (14 CLINGS)	USD 3,250	USD 5,000
BOTH ESCALATORS (24 CLINGS)	USD 5,000	USD 8,000

DOOR/ROOM DROP, MIRROR CLING, DOOR HANGER	MEMBER RATE	NON-MEMBER RATE
	USD 1,000	USD 2,000

**TOTAL DUE: USD \_\_\_\_\_**



## PTC'18 ADVERTISING ORDER INFORMATION

Please return this completed form to PTC'18 Advertising via email to [ptc18@ptc.org](mailto:ptc18@ptc.org), fax to +1.808.944.4874, or mail to: Pacific Telecommunications Council, 914 Coolidge St, Honolulu, HI 96826-3085, USA.

## CONTACT INFORMATION

SURNAME/LAST NAME	FIRST NAME	MI
JOB TITLE/POSITION	COMPANY/ORGANIZATION	
ADDRESS	CITY	
STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
EMAIL	TELEPHONE (Include country code)	MOBILE (Include country code)

## PAYMENT INFORMATION

Credit Card (American Express, MasterCard or Visa)  Purchase Order  Bank Wire

Please do NOT provide credit card information on this form. An invoice will be sent via email to the person listed in the Contact Information section within three (3) business days of receiving completed form.

Check

Please make check payable to **Pacific Telecommunications Council** in USD and send it to:

**Pacific Telecommunications Council**  
**914 Coolidge St**  
**Honolulu, HI 96826-3085**

**Payment Policy:** PTC will provide an invoice after receiving a completed Advertising Order Form. All invoices are due within 30 days of being issued. For Advertising Order Forms completed after Friday, 3 November 2017, full payment is required no later than Monday, 4 December 2017.

**Ad Delivery Policy:** Advertisement Client is responsible for providing final artwork. Client must deliver all artwork per the specifications on or before the deadline for any advertising options purchased. Please contact PTC'18 Advertising with any questions about specifications or deadlines at [ptc18@ptc.org](mailto:ptc18@ptc.org).

