

# RSA™ Conference 2000

## E U R O P E

### Program Advertising Contract

Fees are nonrefundable and are payable to RSA Security, GmbH. Advertising space for this event, 10.–13. April, 2000, is limited, and RSA is accepting advertisements on a first-come, first-served basis.

This Agreement for advertising in the Conference Program is made by and between RSA Security, GmbH and:

COMPANY: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

ADDRESS 2: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL (required): \_\_\_\_\_

Indicate Ad Size Desired:	Dimensions:	Cost:	Indicate Ad Size Desired:	Dimensions:	Cost:
<input type="checkbox"/> Quarter-Page	88mm W x 124mm H	€575	<input type="checkbox"/> Full Page	179mm W x 252mm H	€1,425
<input type="checkbox"/> Half-Page Vertical	88mm W x 252 H	€1,000	<input type="checkbox"/> Full Page with Bleed	Trim 210mm W x 297mm H *	€1,450
<input type="checkbox"/> Half-Page Vertical with Bleed	Trim 103mm W x 297mm H *	€1,005	<input type="checkbox"/> Inside Front Cover <b>(Two Page Spread)</b>	Trim 210mm W x 297mm H * <b>(please supply as 2 separate pages)</b>	€5,000
<input type="checkbox"/> Half-Page Horizontal	179mm W x 124mm H	€1,000	<input type="checkbox"/> Inside Back Cover	Trim 210mm W x 297mm H *	€1,695
<input type="checkbox"/> Half-Page Horizontal w/ Bleed	Trim 210mm W x 145mm H *	€1,005	<input type="checkbox"/> Two Page Spread	(please supply as 2 separate pages)	€2,455
			<input type="checkbox"/> Back Cover	Trim 210mm W x 297mm H *	€3,350

\* **note: for all bleed ads, trim dimensions are shown; please add a minimum 5mm bleed on each side.**

All prices include 16% VAT tax.

Exhibitors and Sponsors may take 15% off the above rates:

If you include the new "RSA SECURED" logo in your ad, you may take 10% off:

I am a Conference Exhibitor or Sponsor

I will include the "RSA SECURED" logo in my ad

**HOW TO SUPPLY ARTWORK FOR YOUR AD:** Supply B&W ads as camera-ready art: paper positive or film negative, 100 to 133 lpi maximum. Supply four-color ads as CMYK color-separated film negatives, 133 to 150 lpi, along with a color proof or matchprint to ensure printing accuracy. Spot colors must be simulated in CMYK. If you prefer to submit your ad electronically, **we request files in Illustrator format**, but will also accept files in InDesign, Pagemaker and Freehand; please make sure to include all supporting graphics and fonts used, as well as a color proof. Please convert your fonts to paths whenever possible. Media: 100 MB Zip disk, CD-ROM, or Jaz disks (1 or 2 GB) are acceptable. Send film or artwork files to: Elizabeth Hodan, Coda Creative Inc., 1230 Preservation Park, Oakland, CA 94612, USA. Files compacted into a Zip or Stuffit archive under 3 MB in size may also be e-mailed to elizabeth@codacreative.com. Call Elizabeth at 510-763-7800 if you have any questions.

• **Booking and Materials Deadline: Wednesday, 8. March, 2000** •

Payment Method:  Check  Visa  MC  AMEX  Diners Club  Corporate PO # \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

By signing this contract you are ensuring placement of your ad in the Conference Program. Advertisements will not be confirmed until payment is received.

If paying by credit card or corporate P.O. you may fax this contract to 415-544-9306; otherwise please mail this contract and payment to:

**RSA Conference 2000 Europe, c/o LKE Productions  
1620 Montgomery Street, Suite 120, San Francisco, CA 94111, USA**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Company

**RSA Security, GmbH**  
RSA Security, GmbH

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Date

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Date