

# CABE 2018 / 43<sup>rd</sup> Annual Conference

March 28- 31, 2018 Sacramento Convention Center, Sacramento, California

## Advertising Information/Submission Instructions

Exhibitors may advertise in the conference issue of the Multilingual Educator Magazine and/or Conference Program, purchase tote bag inserts, or electronic advertising or take advantage of the opportunity to become a conference Sponsor.

### Annual Conference Program Advertising

The CABE 2018 Conference Program is distributed to each attendee at the conference in the CABE tote-bags at the time of registration. (The deadline for camera ready copy/art is Friday, January 19, 2018)

Publication trim size: 8 1/2 x 11

Full Page 7 1/2" w x 10" h No Bleed  B & W \$825	Half Page Horizontal 7 1/2" w x 4 5/8" h No Bleed  B & W--\$600	Half Page Vertical 3 5/8" w 10" h No Bleed  B & W--\$600	Quarter Page 3 5/8" w x 4 5/8" h No Bleed  B & W--\$400
--	---	--	---

### Multilingual Educator Magazine Advertising

The conference issue of the Multilingual Educator will be provided to all CABE conference attendees in our conference tote-bags and sent to all CABE members. (The deadline for camera ready copy/art is Wednesday, October 18, 2017)

Publication trim size: 8 1/2 x 11

Full Page 7 1/2" w x 10" h No Bleed  B & W -- \$825 Color -- \$950	Half Page Horizontal 7 1/2" w x 4 5/8" h No Bleed  B & W -- \$600 Color -- \$750	Half Page Vertical 3 5/8" w x 10" h No Bleed  B & W -- \$600 Color -- \$750	One Third Page 2 1/2" w x 10" h No Bleed  B & W -- \$450 Color -- \$650	Quarter Page 3 5/8" w x 4 5/8" h No Bleed  B & W -- \$400 Color -- \$550
---	---	--	--	---

Advertising space is open to all vendors

#### Deadline

Payment is due by December 15, 2017. Artwork is due as follows:  
Conference Program is Friday, January 19, 2018  
Multilingual Educator is Wednesday, October 18, 2017

#### Materials

Electronic files will be accepted from advertising agencies, printers or graphic designers as follows: PC or Mac: JPEG, TIFF, EPS, Press Ready PDF - 300 dpi minimum. Please include all art and font files.

### Electronic Advertising (Website, Facebook, Mobile App, Electronic banner)

#### Images/logos Sizes

Pixel Dimension--640x480

Acceptable formats: Jpg, Jpeg, Gif, Png

#### Character length

- Facebook: Up to 300 characters and logo
- Mobile App: Up to 100 characters and logo
- Electronic Banner: Up to 50 characters and logo

#### Deadline

Payment is due by December 15, 2017. Artwork is due as follows:  
Conference Program is Friday, January 19, 2018  
Multilingual Educator is Wednesday, October 18, 2017

### Tote Bag Inserts

Tote Bag Inserts are inserted in each CABE 2018 bag with a conference program and distributed to each attendee. Only confirmed exhibitors are eligible for Tote Bag Inserts. Standard insert size is 8 1/2 x 11 flyer, designed by you and sent freight express.

Opportunities for other promotional materials are available--notepads, pens, etc. Please email CABE: exhibitors@bilingualeducation.org for more information.

#### Guidelines

- Quantity of Tote Bags Inserts needed -- 5,000 (Subject to Change)
- Shipping dates are February 1, 2018 -- March 1, 2018 Mark all shipments with Company Name (Tote Bag Insert) Materials. The shipping address may differ from the CABE address; you will receive an email with shipping information. Any shipments received after these dates will not be inserted in the Conference tote bags. Payments will not be refunded.
- Please provide carrier name, number of boxes/pallets and tracking numbers of your tote bag insert send information to ruth@bilingualeducation.org
- Space is limited. Go to [www.cabe2018.org](http://www.cabe2018.org) to register as a Sponsor/Exhibitor to take advantage of this opportunity.
- **PLEASE ADHERE TO ALL DEADLINES.** Materials received after deadline date are not guaranteed to be inserted in tote bags.
- All materials MUST be properly labeled and sent to the appropriate location.
- No on-site deliveries will be accepted.
- Please Note: No refunds will be given after January 31, 2018 for Tote Bag Inserts, Advertisements or Promo Items.

**Advertising is a great way to showcase your exhibit space go to [www.cabe2018.org](http://www.cabe2018.org) and sign up now!**