

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	USD 2,100 MEMBER USD 3,300 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	USD 1,800 MEMBER USD 2,700 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	USD 1,200 MEMBER USD 1,800 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, 19 November 2018
Material Deadline: Monday, 3 December 2018

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 ptc19@ptc.org. If larger than 9MB, please contact PTC'19 Advertising at ptc19@ptc.org.

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

MEMBER RATE	USD 7,500
NON-MEMBER RATE	USD 10,000

DIRECTIONAL SIGNAGE

Premium signage with company logo in high-traffic event locations.

MEMBER RATE	USD 2,500 per location, or USD 7,500 for four (4) locations
NON-MEMBER RATE	USD 4,000 per location, or USD 12,000 for four (4) locations

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.

SOLD

MEMBER RATE	USD 2,500 per side, or USD 7,500 for all four (4) sides of one (1) column
NON-MEMBER RATE	USD 3,500 per side, or USD 12,000 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.

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

TAPA BAR COASTERS/NAPKINS - SOLD

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'19 for distribution.

COASTERS / NAPKINS - SOLD

DATE	EXCLUSIVE, MEMBER/NON-MEMBER RATE	NON-EXCLUSIVE, MEMBER/NON-MEMBER RATE
SATURDAY, 19 JANUARY 2019	USD 1,000/USD 1,250	USD 750/USD 1,000
SUNDAY, 20 JANUARY 2019	USD 1,250/USD 1,550	USD 1,000/USD 1,200
MONDAY, 21 JANUARY 2019	USD 2,000/USD 2,500	USD 1,500/USD 1,750
TUESDAY, 22 JANUARY 2019	USD 1,250/USD 1,550	USD 1,000/USD 1,200
WEDNESDAY, 23 JANUARY 2019	USD 1,000/USD 1,250	USD 750/USD 1,000
SAT-WED, 19-23 JANUARY 2019	USD 5,000/USD 7,500	USD 4,000/USD 5,000



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'19 conference.

SOLD

LOCATION	MEMBER RATE	NON-MEMBER RATE
LOWER ESCALATOR (10 CLINGS)	USD 3,500	USD 5,000
UPPER ESCALATOR (14 CLINGS)	USD 4,000	USD 6,000
BOTH (24 CLINGS)	USD 6,000	USD 10,000

CONFERENCE PROGRAM GUIDE BELLY BANDS

The Belly Band is an advertisement strip that horizontally encircles every printed PTC'19 Conference Program Guide. Advertise on the Belly Band and ensure that every conference registrant becomes aware of your organization.

MEMBER RATE	USD 5,000
NON-MEMBER RATE	USD 7,500

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'19 conference.

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

CONFERENCE BAG INSERTS

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

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

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

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.

MEMBER RATE	USD 1,000 plus additional Hilton charges
NON-MEMBER RATE	USD 2,000 plus additional Hilton charges

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



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.

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

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'19 24 hours a day. Executive Interviews will also be available online on PTC's website following the conference.

3-4 Minute Interview

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

PTC-TV COMMERCIALS

Highlight your company's presence at PTC'19 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'19 24 hours a day.

SPOT	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

LUNCH DROP (2)

Be a conversation starter during lunch. Company message or collateral included on all lunch tables during the PTC'19 lunches (Monday or Tuesday) in the PTC Pavilion.

MEMBER RATE	USD 2,500 for one (1) day, or USD 4,000 for both (2) days
NON-MEMBER RATE	USD 4,000 for one (1) day, or USD 7,000 for both (2) days

Please note that only one (1) item is permitted per drop. PTC is not responsible for the logistics and shipping costs. If you wish to have your Lunch Drop delivered to a specific luncheon, such as the Submarine Cable Luncheon, please contact marketing@ptc.org for more information.

SEAT DROP (3): MONDAY, TUESDAY, WEDNESDAY MAIN CONFERENCE

A strategic seat drop is a great way to have your company branded materials get noticed by PTC'19 attendees during the conference. We will distribute your materials on attendees seats one-time per keynote.

MEMBER RATE	USD 1,000 for one (1) day, or USD 2,500 for all three (3)
NON-MEMBER RATE	USD 2,000 for one (1) day, or USD 5,000 for all three (3) days

Please note that only one (1) item is permitted per drop. PTC is not responsible for the logistics and shipping costs.



GIVEAWAY OF THE DAY IN THE PTC PAVILION

First 500 people in the PTC Pavilion receive a branded giveaway item co-branded with PTC. Potential giveaways include keychain, fidget spinner, pop socket, etc.

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

Please note that space for this advertisement option is limited to one organization per day. PTC is not responsible for the logistics and shipping costs. Advertiser is responsible for the cost of the giveaway item.

ADDITIONAL OPPORTUNITIES

For information about additional opportunities, such as [PTC'19 Literature Bins](#), please see the respective order form. Please contact ptc19@ptc.org with any questions about other opportunities not listed here.

PTC POINT OF CONTACT

PTC'19 Advertising

Pacific Telecommunications Council
914 Coolidge Street
Honolulu, HI 96826-3085

Tel: +1.808.941.3789

Fax: +1.808.944.4874

Email: ptc19@ptc.org



PTC'19 ADVERTISING ORDER INFORMATION

Please return this completed form to PTC'19 Advertising via email to ptc19@ptc.org, fax to +1.808.944.4874, or mail to: Pacific Telecommunications Council, 914 Coolidge St, Honolulu, HI 96826-3085, USA.

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

PTC-TV COMMERCIALS

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

PTC-TV EXECUTIVE INTERVIEWS

3- TO 4-MINUTE INTERVIEW	USD 3,500	USD 5,000
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FLOOR DECALS

FOR ONE (1)	USD 5,000	USD 7,500
FOR EACH ADDITIONAL	USD 2,500	USD 3,500

ESCALATOR CLINGS

LOWER ESCALATOR (10 CLINGS)	USD 3,500	USD 5,000
UPPER ESCALATOR (14 CLINGS)	USD 4,000	USD 6,000
BOTH ESCALATORS (24 CLINGS)	USD 6,000	USD 10,000

DOOR/ROOM DROP, MIRROR CLING, DOOR HANGER

	USD 1,000	USD 2,000
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SEAT DROP: MONDAY, TUESDAY, WEDNESDAY MAIN CONFERENCE

ONE (1) DAY	USD 1,000	USD 2,000
THREE (3) DAYS	USD 2,500	USD 5,000

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

PROGRAM GUIDE BELLY BANDS

	USD 5,000	USD 7,000
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TAPA WALL DISPLAY

	USD 7,500	USD 10,000
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GIVEAWAY OF THE DAY IN THE PTC PAVILION

	USD 3,500	USD 5,000
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MAIN LOBBY COLUMN WRAPS

FOR ONE (1) SIDE	USD 2,500	USD 3,500
FOR FOUR (4) SIDES	USD 7,500	USD 12,000

MAIN LOBBY COLUMN WALL DISPLAYS

FOR ONE (1) SIDE	USD 3,000	USD 4,000
FOR FOUR (4) SIDES	USD 7,500	USD 12,000

RAINBOW DRIVE BANNERS

ONE (1)	USD 2,500	USD 3,500
THREE (3)	USD 7,500	USD 12,000

DIRECTIONAL SIGNAGE

ONE (1) LOCATION	USD 2,500	USD 4,000
FOUR (4) LOCATIONS	USD 7,500	USD 12,000

LUNCH DROP

ONE (1) DAY	USD 2,500	USD 4,000
TWO (2) DAYS	USD 4,000	USD 7,000

TAPA BAR COASTERS OR NAPKINS

EXCLUSIVE, MEMBER/
NON-MEMBER RATE

SATURDAY, 19 JANUARY 2019	USD 1,000/USD 1,250
SUNDAY, 20 JANUARY 2019	USD 1,250/USD 1,550
MONDAY, 21 JANUARY 2019	USD 2,000/USD 2,500
TUESDAY, 22 JANUARY 2019	USD 1,250/USD 1,550
WEDNESDAY, 23 JANUARY 2019	USD 1,000/USD 1,250
SAT-WED, 19-23 JANUARY 2019	USD 5,000/USD 7,500

NON-EXCLUSIVE, MEMBER/
NON-MEMBER RATE

USD 750/USD 1,000
USD 1,000/USD 1,200
USD 1,500/USD 1,750
USD 1,000/USD 1,200
USD 750/USD 1,000
USD 4,000/USD 5,000

TAPA BAR COASTERS AND NAPKINS

EXCLUSIVE, MEMBER/
NON-MEMBER RATE

SAT-WED, 19-23 JANUARY 2019	USD 7,500/USD 10,000
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TOTAL DUE: USD _____



PTC'19 ADVERTISING ORDER INFORMATION

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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, 2 November 2018, full payment is required no later than Monday, 3 December 2018.

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'19 Advertising with any questions about specifications or deadlines at ptc19@ptc.org.