

ISBA has a variety of advertising options to fit your needs! Our primary two opportunities to submit advertisements are for the quarterly SLATE magazine and for the Convention Book.

## Advertising in the “Virtual” Convention Book

78<sup>th</sup> ISBA Annual Convention | November 9-12, 2020

### About the Convention Book

The annual Convention Book is a 100+ page manual that serves several purposes for the Convention attendees. Not only does it provide a detailed agenda and information on all workshops and the Business Session, it also provides past and future resolutions. Attendees keep the Convention Book close at hand and refer to it constantly throughout the Convention.

### Publication Schedule

If you will be advertising in the Convention Book, you must inform ISBA by **October 9, 2020**. Please also indicate the ad size. The last date to have your ad file(s) to the ISBA to be published in the Convention Book is **October 23, 2020**.

### Ad Requirements

Ads must be 300 dpi. ISBA accepts PDF and JPG files. Please e-mail your ad to: [lance@idsba.org](mailto:lance@idsba.org), or you may provide us with a download link.

### Frequency Discounts

Many businesses like to increase their advertising each November, prior to the ISBA Annual Convention. By advertising in the June SLATE, September SLATE, and in the Convention Book, you save 30%.

### Convention Book Advertisements (virtual rates:)

Get featured in the convention book that is distributed to every attendee. It's high exposure at a great value!

- Full-page (8.5 x 11), Full-color, w/link to company website \$250
- Half-page (8.5 x 5.5), Full-color, w/link to company website \$150

NOTE: Ads will be hyperlinked to your company website.

\* Please see the ISBA website at [www.idsba.org](http://www.idsba.org) for advertising terms and conditions.

