

ADVERTISING OPPORTUNITIES

SPRING CONFERENCE

EMAIL NEWSLETTER ADVERTISING OPPORTUNITIES

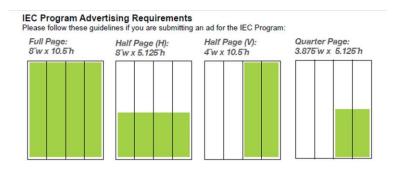
The first edition of the IEC email newsletter came out in December of 2019. With more than 30k subscribers, the newsletter is an excellent source of knowledge for our subscribers. It is also a great opportunity for your company to get visibility. If you would like an opportunity to place your ad in the IEC newsletter, please contact Nan@HireQualitySolutions.com to reserve your spot!

NEWSLETTER AD FREQUENCY	PRICE	SUBSCRIPTION DETAILS
One Time Ad	\$250	Your ad subscription will begin the month following receipt of payment. If you
Bi-monthly Ad (6 newsletters)	\$1250	purchased a one-time ad but decide to upgrade to either a bi-monthly or annual
Annual Ad (12 newsletters)	\$2500	subscription, the initial investment will be applied to the new balance.

PROGRAM ADVERTISING OPPORTUNITIES

The lowa Employment Conference: Employment, Training, Benefits & Wellness is a very well received conference and is one of our most anticipated events of the year. Hundreds of attendees use the program guide as their primary source of information throughout the conference. The program is a great vehicle to get your brand in front of attendees and entice them to learn more about what you have to offer! Please contact Nan Boland at nan@iowaemploymentconference.com to reserve your spot!

PROGRAM AD SIZES	PRICE	ADVERTISING SPACE DEADLINE
Full Page, Color	\$1500	Please submit your final ad per the IEC Program Advertising Requirements by February 28, 2025. Send files to: nan@hirequalitysolutions.com
Half Page, Color	\$1000	
Quarter Page, Color	\$500	



AD SUBMISSION GUIDELINES

- Ad materials must be supplied in PDF x1-a (2001) High Quality Print format. Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- You may include a border, but do not output with trim marks or bleeds.
- Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles
- All fonts must be embedded or outlined before converting to PDF format.
- Minimum size of type intended to knock out is 8pt.
- Please submit ad materials through our advertising agency, Oglesby Creative Group.

Please send ads to: nan@iowaemploymentconference.com