

### 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](mailto: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 purchased a one-time ad but decide to upgrade to either a bi-monthly or annual subscription, the initial investment will be applied to the new balance.
Bi-monthly Ad (6 newsletters)	\$1250	
Annual Ad (12 newsletters)	\$2500	

### PROGRAM ADVERTISING OPPORTUNITIES

The Iowa 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](mailto: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 <b>February 28, 2025</b> . Send files to: <a href="mailto:nan@hirequalitysolutions.com">nan@hirequalitysolutions.com</a>
Half Page, Color	\$1000	
Quarter Page, Color	\$500	

#### IEC Program Advertising Requirements

Please follow these guidelines if you are submitting an ad for the IEC Program:



#### 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](mailto:nan@iowaemploymentconference.com)