

★ NEW PRICING! ★

# AOJ/NCEW 2013 Convention

## Exhibitor & Advertising Opportunities

October 13-15, 2013 • Newport, R.I.



Put your message  
in front of the people  
shaping America's opinions.

## ABOUT AOJ AND THE ANNUAL CONVENTION

Founded in 1947 as the National Conference of Editorial Writers, the Association of Opinion Journalists is a nonprofit professional organization that exists to improve the quality of editorial pages, and broadcast editorials, and to promote high standards among opinion writers and editors.

This year's Annual Convention will be held October 13-15 at the Hyatt Regency Newport, 1 Goat Island, Newport, R.I. 02840. The convention will officially begin with a dinner on Sunday, October 13, and close with a Tuesday evening banquet.

Participants in the convention will include opinion writers and editors for general-circulation newspapers, radio or television stations, and online outlets. Also in attendance will be several syndicated columnists, journalism teachers and students, and many others who determine the editorial policies of media outlets across the nation.

## EXHIBITION DATES AND TIMES

**Dates:** Sunday, October 13 - Tuesday, October 15, 2013

**Tentative Exhibition Hours:** Monday, 8:00 a.m. - 4:45 p.m.  
Tuesday, 8:00 a.m. - 5 p.m.

## ADVERTISING/EXHIBITION OPPORTUNITIES

### 1. Purchase an Exhibitor Table . . . . . \$400

- Located in a high-traffic area near the convention registration area and general sessions.
- Includes access to all panel discussions.
- Includes event registration for up to four exhibitor staff. Meals must be purchased separately.
- Includes: one skirted 6-foot table, two chairs and signage.

\*Does *not* include electricity or phone lines. To purchase those separately please contact Lisa Strohl at 717-703-3015 or at [aoj@pa-news.org](mailto:aoj@pa-news.org) before September 13.

### 2. Purchase a Convention Program Ad

- Convention program booklets are distributed to all attendees, speakers and exhibitors.
- All ads are printed in full color.
- Sizes and Pricing:

**Full page:** 7.5" x 10" . . . . . \$525

**Half page vertical:** 3.625" x 10" . . . . . \$300

**Half page horizontal:** 7.5" x 4.875" . . . \$300

**Quarter page:** 3.625" x 4.875" . . . . . \$200

- Ad Specifications:

All ads must be high-resolution (300 dpi)  
CMYK PDF files with embedded fonts. Please email all ads to [aoj@pa-news.org](mailto:aoj@pa-news.org), and specify in the subject line: 2013 Convention Program Ad.

- Deadline:

All ads must be received by Sept. 13, 2013.

Full Page  
7.5" x 10"

Half Page  
Horizontal  
7.5" x 4.875"

Half Page  
Vertical  
3.625" x 10"

Quarter Page  
3.625" x 4.875"

## ADVERTISING/EXHIBITION OPPORTUNITIES

### 3. Include Inserts in the Convention Packets ..... \$300

- Each convention attendee, speaker and exhibitor will receive the official convention packet.
- Specifications:
  - All inserts must not exceed 10"x12" in size and must be sent directly to the Hyatt Regency Newport Hotel & Spa.
  - Do not send more than 200 copies. All extras will be discarded.
  - Inserts should be mailed directly to the Hyatt Regency Newport Hotel & Spa. Mailing address will be confirmed upon receipt of your registration.

### 4. Website Advertising ..... \$250/month

- Your ad on [www.opinionjournalists.org](http://www.opinionjournalists.org) will be seen by a small but highly targeted group of opinion professionals from media across the country.
- A link to your website will provide AOJ members and website visitors with easy access to your experts.
- Specifications:
  - The rotating ad will run at the top of the website and will potentially appear on each web page.
  - 480 pixels by 90 pixels; RGB color; 72 dpi; saved as .gif or .jpg file.
  - Ads must be received at AOJ Headquarters no later than 48 hours prior to post date.

### 5. Convention Attendee Mailing Labels\* ..... \$25

- Post-convention labels give you the most accurate list of participants.
- Specifications:
  - Labels will be distributed via the US Postal Service on November 1, 2013.
  - The list is printed on 5160 Avery label sheets in zip code order, and will include name and address only of convention attendees. They do *not* include phone, fax or email information.
- Full AOJ Membership Mailing Labels: \$75

### 6. AOJ Membership Email Blast\* ..... \$75

- One promotional email sent to AOJ members through the AOJ Email Marketing service.
- Specifications:
  - Email must be provided to AOJ Headquarters a minimum of 24 hours prior to distribution.
  - One proof of email will be forwarded to advertiser prior to distribution.

### 7. ★BEST VALUE★ Full Exhibitor Advertising Package ..... \$900

- Includes:
  - One (1) Exhibitor Table ..... \$400 value
  - One (1) Half-page Program ad OR one (1) Convention Packet Insert ..... \$300 value
  - One (1) website ad to run for one 2013 month ..... \$250 value
  - One (1) set of AOJ Mailing Labels OR one (1) Email Blast ..... \$75 value
  - Registration for up to four staff members<sup>#</sup>

**TOTAL PACKAGE VALUE ..... \$1,025**

*\*AOJ will not provide digital files of members' mailing or email addresses.*

*<sup>#</sup>Does not include meals or off-site activities, which can be purchased separately as indicated on the registration form.*

## ADVERTISING/EXHIBITION INFORMATION

### DEADLINES

- Exhibitor/Advertising registrations and payments . . . . .September 6
- Hotel room reservations. . . . .September 11
- Program ads submitted to AOJ Headquarters. . . . .September 13
- Exhibitor electric & phone line orders . . . . .September 13

### CANCELLATIONS

Cancellations on or before Sept. 13, 2013 will be refunded in full. Any cancellations after Sept. 13 will not be refunded.

### INSURANCE

AOJ requires all exhibitors to hold sufficient liability insurance to protect itself, its employees, agents, guests and contractors against damage, loss and public liability. AOJ reserves the right to request a Certificate of Insurance, with AOJ named as an additional insured.

### CONTACT INFORMATION

Lisa Strohl, Manager AOJ  
Harrisburg, PA  
717-703-3015  
aoj@pa-news.org

## ADVERTISING POLICY

AOJ welcomes newspapers, journalism groups, media companies, syndicates and public policy groups that would like to promote products and services for opinion journalists. AOJ reserves the right to refuse any form of advertising deemed inappropriate to distribute to the membership. Advertising placements are left solely to the discretion of AOJ. All advertising opportunities are based on a first-come, first-served basis.

## CONVENTION INFORMATION

### HOTEL INFORMATION

Hyatt Regency Newport Hotel & Spa  
1 Goat Island  
Newport, R.I. 02840

### HOTEL RESERVATIONS

Reservations must be made directly with the Hyatt Regency Newport by calling 1-888-421-1442. A room rate of \$189 a night, plus applicable taxes, fees and assessments, is available until September 11, 2013, under the AOJ room block. All reservations made after 5 p.m. local time September 11, 2013 will be subject to regular hotel rates and availability. Cancellations must be made 72 hours prior to arrival to avoid a one night room and tax cancellation fee.



## Exhibitor/Advertiser Registration

### CONTACT INFORMATION *(all fields are required)*

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Exhibitor Registration Names

*(available only to those organizations purchasing the Full Exhibitor Package or an Exhibitor Table):*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

### ADVERTISING/EXHIBITING INFORMATION

I would like to purchase the following *(please check all that apply)*:

	Cost	x	Quantity	=	Total
<input type="checkbox"/> Full Exhibitor Package. . . . .	\$900	x	_____	=	\$ _____

Please choose one option each:

**Advertising:** ☐ 1/2 Page Program Ad OR ☐ Convention Packet Inserts

**Direct Mail:** ☐ AOJ Mailing Labels OR ☐ AOJ Email Blast

<input type="checkbox"/> Exhibitor Table . . . . .	\$400	x	_____	=	\$ _____
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<input type="checkbox"/> Convention Packet Inserts . . . . .	\$300	x	_____	=	\$ _____
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Item Description: \_\_\_\_\_

<input type="checkbox"/> Website Advertising <i>(per month)</i> . . . . .	\$250	x	_____	=	\$ _____
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Please check advertising month(s):

☐ July ☐ August ☐ September ☐ October ☐ November ☐ December

#### Program Ads

<input type="checkbox"/> Full-Page Ad <i>(7.5" x 10")</i> . . . . .	\$525	x	_____	=	\$ _____
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<input type="checkbox"/> Half-Page Ad Vertical <i>(3.625" x 10")</i> . . . . .	\$300	x	_____	=	\$ _____
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<input type="checkbox"/> Half-Page Ad Horizontal <i>(7.5" x 5")</i> . . . . .	\$300	x	_____	=	\$ _____
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<input type="checkbox"/> Quarter-Page Ad <i>(3.625" x 4.875")</i> . . . . .	\$200	x	_____	=	\$ _____
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#### Mailing Labels

<input type="checkbox"/> Post Convention Participant Labels . . . . .	\$25	x	_____	=	\$ _____
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<input type="checkbox"/> Full AOJ Membership Mailing List. . . . .	\$75	x	_____	=	\$ _____
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**TOTAL ADVERTISING/EXHIBITING DUE:** . . . . . \$ \_\_\_\_\_

# Exhibitor/Advertiser Registration (CONT.)

## MEALS

Meals are the responsibility of the exhibitors. You may purchase the meal/activity package, or a la carte tickets at the same prices being offered to our members.

	Cost	x	Quantity	=	Total
<input type="checkbox"/> Meal/Activity Package .....	\$300	x	_____	=	\$ _____
Each purchased package includes dinner on Sunday, breakfast and lunch on Monday and breakfast, lunch and dinner on Tuesday.					

### A La Carte

#### Sunday, October 13

<input type="checkbox"/> Opening Dinner .....	\$65	x	_____	=	\$ _____
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#### Monday, October 14

<input type="checkbox"/> Breakfast .....	\$35	x	_____	=	\$ _____
<input type="checkbox"/> Luncheon .....	\$50	x	_____	=	\$ _____

#### Tuesday, October 15

<input type="checkbox"/> Breakfast .....	\$35	x	_____	=	\$ _____
<input type="checkbox"/> Awards Luncheon .....	\$50	x	_____	=	\$ _____
<input type="checkbox"/> Closing Banquet .....	\$85	x	_____	=	\$ _____

**TOTAL MEALS/ACTIVITIES DUE:** ..... \$ \_\_\_\_\_

## PAYMENT

Total Advertising/Exhibiting Due .. \$ \_\_\_\_\_  
*Enter amount from reverse side.*

Total Meals/Activities Due ..... \$ \_\_\_\_\_  
*Enter amount from above.*

**Total Amount Due** ..... \$ \_\_\_\_\_  
*Sum of Advertising/Exhibiting Due and Meals/Activities Due.*

☐ I will pay by check.  
*Make checks payable to: AOJ*

☐ I will pay by credit card

#### Card Information:

☐ VISA      ☐ MasterCard      ☐ AMEX

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## CANCELLATION POLICY

Cancellation will be refunded in full until **September 13, 2013.**

Any cancellation after September 13 will *not* be refunded.

## CONFIRMATION

You will receive a confirmation of your exhibitor registration by email. Please keep a copy of this form as your receipt.

## MAIL TO:

Send form and payment to:  
 AOJ/NCEW  
 2013 Convention  
 3899 N. Front Street  
 Harrisburg, PA 17110

FAX: 717-703-3014

## DEADLINES

All registrations and payments must be received by **September 6, 2013.** Any registration received after September 6 is not guaranteed and will be honored as space and availability allows.

Thank you for your participation at the AOJ/NCEW 2013 Convention. If you have any questions, please contact Lisa Strohl at 717-703-3015 or at [aoj@pa-news.com](mailto:aoj@pa-news.com).