



## 2011 SEFA Desk Reference—Fourth Edition Release—Summer-Fall 2010

**ADVERTISING  
OPPORTUNITY**

**Artwork Deadline 8-15-2010**

**SEFA** is offering full, half and quarter page advertising in full color. The layout will be the same as prior editions, with advertising appearing in a dedicated section of the Desk Reference. Our expected initial combined production of hard copy and CD Roms will be approximately 1200. That's more than double what we produced in 2007. The start-up page of the CD Rom will feature a logo listing of our advertisers with direct links to their websites. The CD will be attractively packaged in a jewel case which will include a printed insert acknowledging our advertisers as well.

New to this 4th Edition will be the option to download a locked PDF version from the **SEFA** website. The download page will include the same type of logo acknowledgment and website link for our advertisers that we are featuring on the CD Rom.

**SEFA** will issue a press release announcing the publication of this 4th Edition, which will be made available to Lab Design Newsletter, R & D and AIA publications. We plan to distribute CD Roms at industry trade shows such as Labs21, PITTCON, AIA, R&D Conferences, Labwize, Arablab, analytica, and others.

The sale of this edition will be actively marketed to the **SEFA** database and we will also begin a campaign of forwarding the Desk Reference, compliments of our advertisers, to firms and individuals achieving industry milestones.

### 2011 SEFA Desk Reference—Advertisement Order— ARTWORK DEADLINE — 8/15/2010

**COMPANY NAME :** \_\_\_\_\_

**ADDRESS :** \_\_\_\_\_

**CONTACT:** \_\_\_\_\_ **PHONE :** \_\_\_\_\_ **Email :** \_\_\_\_\_

**Select ad type :**  Full Page \$1650/\$2000     Half Page \$900/\$1125     Quarter Page \$550/\$725  
Member/Non-Member Pricing

**Method of Payment:**     CHECK     CREDIT CARD

**Cardholder Name:** \_\_\_\_\_

**Credit Card Billing Address:** \_\_\_\_\_

**Telephone.:** \_\_\_\_\_ **Email :** \_\_\_\_\_

**This will authorize you to charge my:**     AMEX     VISA     Master Card

**Credit Card No.** \_\_\_\_\_ **Exp Date** \_\_\_\_\_ **Payment Amt. \$** \_\_\_\_\_

**Signature of Cardholder** \_\_\_\_\_