

# Advertisement Only

*Advertisement is solely for the company whose name appears on the vendor application and agreement.*

An advertisement-only purchase in the HCUL annual report will not allow you to attend/participate in the HCUL 2026 annual convention or provide convention bag giveaways, handouts, or door prizes.

Full-page ad	\$1,000	Ad trim size: 7-1/2" width x 10" height
Half-page ad	\$750	Ad trim size: 3-1/2" width x 10" height OR 7-1/2" width x 4-7/8" height
Quarter-page ad	\$500	Ad trim size: 3-1/2" width x 4-7/8" height

**Specifications:** *Provide this information to individual(s) creating and submitting your advertisement.*

**Email camera-ready, high-resolution PDF advertisements to Laurie Okawa at [laurie.okawa@hcul.org](mailto:laurie.okawa@hcul.org) by January 13, 2026, to guarantee placement in the HCUL Annual Report.**

Advertisements will be printed in the HCUL annual report. Advertisements must be submitted as electronic portable document files (.pdf) in the size your company purchased.

- Embed all fonts.
- Select Press Quality when converting native file to PDF.
- Use CMYK or grayscale and not RGB mode.
- **Advertisement must be built to trim size with NO CROP MARKS OR COLOR KEYS.**
- Advertisement cannot include HCUL or HCUS logos.
- HCUS business partners are allowed to use Power of Partnership logo.
- Content is limited to one company per advertisement.

If you require a file layout or creative changes, applicable fees will be charged. All final advertisements are due by January 13, 2026. Any submissions after this date will not guarantee placement in the HCUL annual report.