



*An Integrated and Unified  
Solution for Catholic  
Healthcare Reform*

# Make Straight the Pathway

An educational conference  
designed to pave the way for:

- Right of conscience protection
- Care consistent with the Ethical and Religious Directives of Catholic healthcare
- Christ-centered health plans

**March 29 – 31, 2012**

**The Event Center at St. Mary's Cathedral  
And Hotel Kabuki  
San Francisco, California**

*Hosted by the Christus Medicus  
Foundation and the Life Legal  
Defense Foundation*

# Make Straight the Pathway

## Conference Program Advertising Information

The program will be handed out to every attendee of the conference and contains key information on events, speakers and workshops. Attendees constantly refer to the program onsite and will retain it for future reference, generating multiple impressions for advertisers. We accept full, half- and quarter-page, as well as business card sized advertisements. Ad design is available for a fee upon request.

### Rates

Back cover (4/C)	\$3,000
Inside front cover (4/C)	\$3,000
Inside back cover (4/C)	\$3,000
Full page (B&W)	\$1,000
Half page (B&W)	\$500
Quarter page (B&W)	\$250
Business card (B&W)	\$100

### Advertisement Sizes

Trim Size: 8-1/2" x 11"

#### Advertisement sizes:

Full page: 7.5" w x 10" h  
Horizontal Half page: 7.5" w x 5" h  
Quarter page: 3.75" w x 5" h  
Business card: 3.5" w x 2" h

### Electronic Submission Requirements

Ads may be sent via e-mail ([jeremiah2911@comcast.net](mailto:jeremiah2911@comcast.net)). Ads should be in PDF format and 100% to size. Please embed all fonts when you create the PDF.

Digital Files: PDF, tif, or jpegs (jpg) files are accepted. Files should be 300 dpi. All ads should be proof read before submitting. Our preferred format for file submission is PDF. Do not leave crop marks on the PDF. Please include the name of the advertiser's business/organization in the name of the submitted file.

### Deadlines

Ad Reservation Deadline: March 1, 2012  
Artwork Deadline: March 5, 2012

### Mail Payment to:

Christus Medicus Foundation, P.O. Box 2606, Southfield, MI 48037

For more information, please contact Mike O'Dea at 248-980-8456 or [MikeODea@ChristusMedicus.com](mailto:MikeODea@ChristusMedicus.com)