



# PHFA

PENNSYLVANIA HOUSING FINANCE AGENCY

## 2017 Multifamily Affordable Housing Conference

June 28-30, Penn Stater Hotel and Conference Center

### Conference Advertisement Application

To ensure placement, print-ready advertisements must be submitted no later than **May 6, 2017**.

#### CONTACT INFORMATION

Company Name

Contact Name

Address

Phone

Email

#### SUBMISSION PREPARED BY (only needs to be completed if prepared by other than advertiser)

Company Name

Primary Contact/Title

Address

Phone

Email

#### AD SIZES AND RATES

Size	Dimensions (W x H, in inches)	Cost
Full page	7.5" x 10"	\$ 500.00
Half page, horizontal	7.5" x 4.875"	250.00
Half page, vertical	3.625" x 10"	250.00
Quarter page	3.625" x 4.875"	150.00

ADVERTISEMENT DETAILS See Advertisement Submission Guidelines for details.

**Email to [housingservices@phfa.org](mailto:housingservices@phfa.org) or FAX to 717.614.2699  
Questions? Call 717.780.4353 or email [mreifsnyder@phfa.org](mailto:mreifsnyder@phfa.org)**

**Mail your check (no later than May 6) to:  
Pennsylvania Housing Finance Agency (PHFA)  
211 N. Front Street, Harrisburg, PA 17101  
ATTN: Melissa Medernach**

**Advertisement Submission Guidelines**

<b>Ad Size</b>	<b>Dimensions (W x H, in inches)</b>
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**Supported File Formats**

PHFA will only accept press-quality, print-ready ads. We prefer PDF files with fonts embedded for maximum quality of your ad. If you are unable to submit your ad via PDF, we will also accept high quality JPEG, TIFF, and EPS files. Please note, we will not accept InDesign or Quark native files.

**Deadline**

To ensure placement, reserve ad space and submit print-ready ad no later than May 6, 2017.

**Submission Process**

Please email your ad to [housingservices@phfa.org](mailto:housingservices@phfa.org). Please include full contact information within the body of the email in case we encounter a problem with the file.

**Other important information**

- Use high-resolution images, small images taken from websites are not suitable for high-quality advertising.
- Do not include images you do not have permission to use.
- Please include your company name within the name of your PDF.
- Embed all your fonts to ensure proper printing. If the fonts are not embedded, we cannot guarantee the look of your ad.
- Do not include printer marks (crop marks and color bars) on submitted ad.

PHFA reserves the right to reject your ad if these guidelines are not met.

For additional information or questions, please contact Melissa Medernach at [mmedernach@phfa.org](mailto:mmedernach@phfa.org) or 717.780.4353.