

SIMB News Ad Rates 2012

Non-Corporate Member Rates (B/W)

Size	1x	3x	6x
Full Page	\$1,050	\$950	\$850
1/2 Page	\$875	\$775	\$675
1/3 Page	\$775	\$700	\$625
1/4 Page	\$600	\$550	\$500

Corporate Member Rates (B/W)

Size	1x	3x	6x
Full Page	\$950	\$850	\$750
1/2 Page	\$775	\$675	\$575
1/3 Page	\$675	\$600	\$525
1/4 Page	\$500	\$450	\$400

Color Rates

SIM News will no longer be applying color rates because of the conversion to a digital format only (PDF).

Position Rates

All position rates are in addition to B/W space rates.

- **Cover 2:** \$300
- **Opposite Cover 2:** \$300
- **Cover 3:** \$300
- **Cover 4:** \$400

Discounts

- 15% agency commission discount: All display ads are eligible to receive a 15% commission when placed by third-party ad agency with the agency's insertion order.

Deadlines

Issue	Reservation	Ad Materials
Jan/Feb	Jan 6	Jan 20
Mar/Apr	Feb 17	Mar 02
May/June	Apr 20	May 04
Jul/Aug	Jun 15	Jun 29
Sep/Oct	Aug 17	Aug 31
Nov/Dec	Oct 19	Nov 02

Trim Size

8 1/4" x 10 3/4" (Depth 26.6 cm x width: 27.3 cm)

Keep live matter at least 3/16" (4.7625 mm) from trim.

Digital File Requirements

PDF, EPS, and TIFF files are accepted. No application files will be accepted (ie. Word, Powerpoint, QuarkXpress, etc.)

Delivery Methods

CD-ROM

Email: suzi.eller@simhq.org

Ship Materials to:

SIMB News

Society for Industrial Microbiology

3929 Old Lee Highway, Suite 92A

Fairfax, VA 22030

P: (703)-691-3357 ext 27

F: (703)-691-7991

E: suzi.eller@simhq.org

Space Reservation Form

DATE: _____

COMPANY: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____ URL: _____

Contact: _____

Authorized Signature: _____

AGENCY (if applicable): _____

Contact: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

BILLING CONTACT: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

ISSUE	AD SIZE	AD NAME	POSITION	TOTAL COST
Jan/Feb 12	_____	_____	_____	_____
Mar/Apr 12	_____	_____	_____	_____
May/Jun 12	_____	_____	_____	_____
Jul/Aug 12	_____	_____	_____	_____
Sept/Oct 12	_____	_____	_____	_____
Nov/Dec 12	_____	_____	_____	_____

Diamond Discount:

Check here if using a Diamond Discount

To which issues do you wish to apply your Diamond Discount: _____

Web Advertising?

Would your company be interested in Advertising on the SIMB website if such an opportunity was available?

Yes

No

Dates/Deadlines

Months of Issuance

January, March, May, July,
September and November

Space Reservation Deadline

Jan/Feb Issue - 01/06/12
Mar/Apr Issue - 02/17/12
May/Jun Issue - 04/20/12
Jul/Aug Issue - 06/15/12
Sept/Oct Issue - 08/17/12
Nov/Dec Issue - 10/19/12

Ad Material Deadline

Jan/Feb Issue - 01/20/12
Mar/Apr Issue - 03/02/12
May/Jun Issue - 05/04/12
Jul/Aug Issue - 06/29/12
Sept/Oct Issue - 08/31/12
Nov/Dec Issue - 11/02/12

Conditions

Subject to approval by the Editor. Advertisers assume full responsibility for advertising claims. Cancellations are not honored after closing dates and may be subject to pro-rated cost.

Mail or Fax insertion order to:

SIMB News

Society for Industrial Microbiology
3929 Old Lee Highway, Suite 92A
Fairfax, VA 22030
F: (703)-691-7991