

# SIM News Ad Rates 2010

## 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

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

- **Matched 2nd color:** \$550 each
- **3 & 4-Color:** \$1,100

## 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	Nov 13	Nov 20
Mar/Apr	Jan 15	Jan 22
May/June	Mar 19	Mar 26
Jul/Aug	May 21	May 28
Sep/Oct	Jul 23	Jul 30
Nov/Dec	Sep 17	Sep 24

## 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](mailto:suzi.eller@simhq.org)

## Ship Materials to:

### SIM 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](mailto: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	COLOR	POSITION	TOTAL COST
Jan/Feb 10	_____	_____	_____	_____
Mar/Apr 10	_____	_____	_____	_____
May/Jun 10	_____	_____	_____	_____
Jul/Aug 10	_____	_____	_____	_____
Sept/Oct 10	_____	_____	_____	_____
Nov/Dec 10	_____	_____	_____	_____

**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 SIM 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 - 11/13/09  
 Mar/Apr Issue - 1/15/10  
 May/Jun Issue - 3/19/10  
 Jul/Aug Issue - 5/21/10  
 Sept/Oct Issue - 7/23/10  
 Nov/Dec Issue - 9/17/10

**Ad Material Deadline**

Jan/Feb Issue - 11/20/09  
 Mar/Apr Issue - 1/22/10  
 May/Jun Issue - 3/26/10  
 Jul/Aug Issue - 5/28/10  
 Sep/Oct Issue - 7/30/10  
 Nov/Dec Issue - 9/24/10

## 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:**

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