

SIM News Ad Rates 2009

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	Dec 01	Dec 12
Mar/Apr	Jan 30	Feb 06
May/June	Mar 06	Mar 13
Jul/Aug	May 01	May 08
Sep/Oct	Jul 03	Jul 10
Nov/Dec	Sep 04	Sep 11

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:

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

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 09	_____	_____	_____	_____
Mar/Apr 09	_____	_____	_____	_____
May/Jun 09	_____	_____	_____	_____
Jul/Aug 09	_____	_____	_____	_____
Sept/Oct 09	_____	_____	_____	_____
Nov/Dec 09	_____	_____	_____	_____

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 - 12/01/08

Mar/Apr Issue - 1/30/09

May/Jun Issue - 3/06/09

Jul/Aug Issue - 5/01/09

Sept/Oct Issue - 7/03/09

Nov/Dec Issue - 9/04/09

Ad Material Deadline

Jan/Feb Issue - 12/12/08

Mar/Apr Issue - 2/06/09

May/Jun Issue - 3/13/09

Jul/Aug Issue - 5/08/09

Sept/Oct Issue - 7/10/09

Nov/Dec Issue - 9/11/09

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