

2016 ASBC Rate Card

Journal of the ASBC • ASBC Buzz E-newsletter • ASBC Homepage Ad

Company Information

Contact Person _____

Title _____

Company Name (as it should appear in the Advertisers' Index)

Address _____

City, State, or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Fax _____

E-mail _____

Agency Information

Contact Person _____

Agency Name _____

Address _____

City, State, or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Fax _____

E-mail _____

Journal of the ASBC

Four issues per year

Circulation: The *Journal of the American Society of Brewing Chemists* is read by more than 1,100 members from the brewing sciences who are members of the Society. It is available to thousands more through 50 academic libraries at universities and institutes with brewing programs. It is the number one peer-reviewed journal in brewing science.

Four-color, Full-page Ad

1x rate \$900 _____

Journal of the ASBC Total _____

Materials

Bleed Non-bleed

Repeat ad from the *ASBC Journal* Issue # _____ Year _____

New materials to come

Editor-in-Chief Charlie Bamforth, University of California, Davis

Send completed form to:
processing@afassanoco.com

All digital ads are prepaid before online publication.

ASBC Buzz E-newsletter

Circulation: Approximately 1,200

Vertical Ad (160 pixels wide x 200 pixels high)

1x rate \$500 _____

3x rate \$1,425 (\$475/ad) _____

6x rate \$2,750 (\$450/ad) _____

12x rate \$4,800 (\$400/ad) _____

ASBC Buzz E-newsletter Total _____

Materials

Repeat ad from the *ASBC Buzz* Month _____ Year _____

New materials to come

Desired ad starting month _____

ASBC Homepage Digital Ad

Vertical Ad (160 pixels wide x 200 pixels high)

1 month rate \$500 _____

3 months rate \$475 (per month) _____

6 months rate \$450 (per month) _____

12 months rate \$400 (per month) _____

Homepage Digital Ad Total _____

Materials

Repeat ad previously posted.

We will send artwork.

Our agency will send materials and insertion order.

Payment

Invoice company Invoice ad agency

Check made payable to ASBC

(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

Charge:

VISA MasterCard American Express Discover

Card No. _____

Expiration Date (month/year) ____/____

Cardholder Signature _____

Cardholder Name (please print) _____

I have read and agree to the terms and conditions. I am signing this contract as confirmation of my company's intent to place the above ad. Placing this ad makes my company responsible for the above contracted cost.

Name (printed) _____

Signature _____

Mechanical Requirements and Deadlines

Journal of the ASBC

Issue	Ad Orders Due	Ad Materials Due	Mail Date
No. 1	1/5/16	1/11/16	2/17/16
No. 2	3/21/16	3/24/16	4/27/16
No. 3	6/15/16	6/20/16	8/1/16
No. 4	9/26/16	9/29/16	11/9/16



Printing Process: Offset Lithography

Paper Stock: Printed on coated stock

Advertising is limited to full-page ads on covers 2, 3, and 4.

Ad Sizes

Full page 7" w x 10" h

Full page bleed art must measure 8.75" w x 11.25" h

Trim Size: 8.5" w x 11" h

Ad Specifications

When submitting materials for print, adhere to the following guidelines:

Medium: Press ready PDF preferred

Platform: MacIntosh

Software: Adobe InDesign, Illustrator, Photoshop

Format: eps or tif; Composite PDF v1.3 (Acrobat 4.0 compatible).

If possible, conform to PDF/X-1a.

Resolution: 300 dpi

- Four-color ads must be set up as CMYK (including all graphics).
- A hard copy of the file must be provided.
- Files must be set up to 100% of output size, allowing .125" bleed for full-page bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges.

Ad Materials Storage

Your materials are kept on file for a minimum of 18 months.

ASBC Buzz E-Newsletter

Ad Close Date:

Third Tuesday of each month

Ad Material Due Date:

Third Tuesday of each month

E-mail Date:

Fourth Tuesday of each month

Ad Size

160 pixels wide x 200 pixels high

Format: jpg, png, or gif (non-animated)



Your Ad Here.
160 pixels wide x 200 pixels high

Homepage Ad

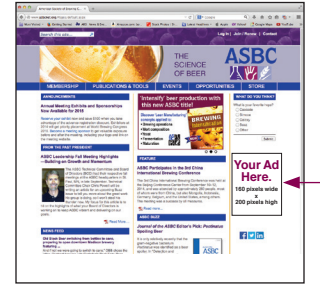
Format: Online Homepage

Homepage ads will be placed online by the first business day of each month. Ads should be received by the 15th of the preceding month.

Ad Size

160 pixels wide x 200 pixels high

Format: jpg, png, or gif (non-animated)



Your Ad Here.
160 pixels wide x 200 pixels high

Advertising Policies

Commission and Payment Terms

A 15% commission paid to agencies may apply on all print and digital advertising rates if invoiced and paid within 30 days of the invoice date. Please contact Debi Maines at debra_maines@A FassanoCo.com, +1.856.302.0890 for details. No cash discount. Commission is not allowed on other charges, such as back-up or tip-in charges for inserts, reprints, production costs, conversions, typesetting, or special binding and trimming.

Any advertising agency or third-party booking space reservations on behalf of a client must be current in their payment status. If they are not current, ASBC reserves the right to contact the client to inform them of the delinquent payment status and the potential consequences for both the ad agency and the client.

Cancellations

Not accepted after published space reservation closing date. All cancellations prior to space closing date must be made in writing and acknowledged by ASBC. A fee of \$150 will be charged for processing all cancellations.

Protective Clause

All advertising orders are accepted subject to the terms and provisions of the current editorial calendar. Advertiser and/or advertising agency assumes all liability for content (including, but not limited to, text, illustration, representation, trademarks, labels, or other copyrighted matter) of advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. ASBC reserves the right to discontinue, omit, or reject any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. All advertising is subject to ASBC's approval. ASBC reserves the right to reject advertising that is not in keeping with ASBC's standards. ASBC reserves the right to place the word "Advertisement" with copy that, in ASBC's opinion, resembles editorial matter. ASBC is not liable for delays in delivery and/or non-delivery in the event of acts of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of ASBC affecting production or delivery in any manner.

Please direct questions to:

Debra Maines
ASBC Advertising
C/O A. Fassano & Company
900 Route 168, Suite A2
Turnersville, NS 08012 U.S.A.

Phone: +1.856.302.0890

Fax: +1.856.232.2312

debra_maines@afassanoco.com