

2017 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 _____
Email _____

Agency Information

Contact Person _____
Agency Name _____
Address _____
City, State, or Province _____
Zip/Postal Code _____
County _____
Telephone _____
Fax _____
Email _____

Journal of the ASBC

Four issues per year

For the first time ever, you can have an online presence with a 'Sponsored By' logo and link posted to an issue of the *ASBC Journal*, your logo & link will be included on all abstract article webpages for 12-months.

The *Journal of the American Society of Brewing Chemists* is available to over 1,300 members online from the brewing sciences who are members of the Society. It is the number one peer-reviewed journal in brewing science. The Journal publishes scientific papers, review articles, and technical reports dealing with the chemistry and microbiology of brewing ingredients and relevant technology, as well as the analytical techniques used in the malting and brewing industry. The Journal is Indexed by Web of Science.

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

Sponsor Package

Logo & link on all abstract article webpages (Logo – Max size 138 pixels wide x 100 pixels tall)

Circulation: Approximately 1,300

Rates:

- 1X rate \$500
- 2X rate \$950 (\$475/per issue)
- 4X rate \$1,800 (\$450/per issue)

Issue #1 _____
Issue #2 _____
Issue #3 _____
Issue #4 _____

Include a four-color, full-page print ad in the same issue for an additional cost of \$900. The printed Journal is sent to over 490 subscribers, including institutions and academic libraries at universities with brewing programs.

Journal of the ASBC Total _____

Materials:

- Online format
- Logo (File) to come

Print Format:

- Bleed
- Non-Bleed
- Repeat ad from the *ASBC Journal* Issue # _____ Year _____
- New materials to come

ASBC Buzz E-newsletter Digital Ad

Circulation: Approximately 1,300
Digital vertical Ad (160 pixels wide x 200 pixels tall)

Rates:

- 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 digital ad from the *ASBC Buzz* Month _____ Year _____
- New materials to come

Desired ad starting month _____

ASBC Homepage Digital Ad

Digital vertical Ad (160 pixels wide x 200 pixels tall)

- 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 digital ad previously posted
- New materials to come

Desired ad starting month _____

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 _____



Mail to:
ASBC Sales
c/o A. Fassano & Company
461 Route 168, Unit A
Turnersville NJ 08012

Email applications with payment information to this address only:
processing@AFassanoCo.com



Mechanical Requirements and Deadlines

Journal of the ASBC Online

Issue	Order Due:	Logo & Link Due:	Targeted Online Posting:	Printed Copy Mailed
No. 1	01/05/2017	01/11/2017	02/07/2017	02/17/2017
No. 2	03/21/2017	03/24/2017	04/18/2017	04/27/2017
No. 3	06/15/2017	06/20/2017	07/20/2017	08/01/2017
No. 4	09/26/2017	09/29/2017	10/30/2017	11/09/2017

Acceptable Logo File Formats

Online Digital Logo Size: 138 pixels wide x 100 pixels tall

Format: .jpg or .png

Resolution: 72 ppi

Provide preferred link to resolve to when posted online



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 12 months

ASBC Buzz E-newsletter Digital Ad

Ad Close Date:

Third Tuesday of each month

Ad Material Due Date:

Third Tuesday of each month

Email Date

Fourth Tuesday of each month

Ad Size

160 pixels wide x 200 pixels high

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

Provide preferred link to resolve to when posted online.



Your Ad Here.

ASBC Homepage Digital Ad

Format: Online Homepage

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

Ad Size

160 pixels wide x 200 pixels high

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

Provide preferred link to resolve to when posted online.



Your Ad Here.

Advertising Policies

Commission and Payment Terms

All ads and 'sponsor by' logo are prepaid before online publication.

ASBC offers 15% commission paid to agencies on all digital and print advertising rates. If invoice is requested, invoices must be paid within 30-days of invoice date for 15% commission to be applied. Please contact Kelley Lawrence at +1.856.344.3675 for details. No cash discount. Commission is not allowed on other charges, such as reprints, production costs, conversions, changes to text, 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:

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