



2018 ASBC Rate Card/Advertising Order Form

SPACE RESERVATION

Company Name _____
 Website _____
 Contact Person _____
 Title _____
 Address _____
 City, State or Province _____
 Zip/Postal Code/Country _____
 Telephone _____
 Fax _____
 E-mail _____

If Applicable, Agency Name _____
 Address _____
 City, State or Province _____
 Zip/Postal Code/Country _____
 Contact Person _____
 Telephone _____
 Fax _____
 E-mail _____

PAYMENT OPTIONS

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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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 my credit card
 VISA MasterCard American Express Discover

Card No. _____
 Exp. Date _____ / _____
month year
 Name of Cardholder _____

Payment Terms: Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. All logos and ads must be paid before any publication. Please contact **Rhonda Wilkie** for more details at +1.651.994.3820 or rwilkie@scisoc.org.

ASBC BUZZ E-NEWSLETTER DIGITAL AD (email)

Circulation: Approximately 1,300
Ad Size: 340 pixels wide x 140 pixels tall (horizontal)

Rates:
 1 month: \$500
 3 months: \$1,425
 6 months: \$2,750
 12 months: \$4,800

Materials

New digital ad to come
 Repeat digital ad from the ASBC Buzz: Month/Year _____ / _____

URL _____

ASBC Buzz E-newsletter Total \$ _____

ASBC HOMEPAGE DIGITAL AD

Ad size: 450 pixels wide x 200 pixels tall (horizontal)

Rates:
 1 month: \$500
 3 months: \$1,425
 6 months: \$2,700
 12 months: \$4,800

Desired ad starting month _____

Materials

New materials to come
 Repeat digital ad previously posted

URL _____

ASBC Homepage Digital Ad Total \$ _____

BREWING SUMMIT 2018 PROGRAM BOOK ADVERTISING

Ad Sizes: See page 2 for ad sizes and mechanical information.

Rates:

	Regular	Special Position
Full Page	\$2,200	\$2,600
Half Page	\$1,600	Not Available

Materials

New program book ad

Brewing Summit 2018 Program Book Ad Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

Submit this application to:

Brianna Plank
 Business Development Manager
bplank@scisoc.org
 +1.651.994.3819

ASBC Advertising Mechanical Requirements and Deadlines

All artwork files and URL link(s) should be sent to Rhonda Wilkie at rwilkie@scisoc.org.

ASBC BUZZ E-NEWSLETTER DIGITAL AD

Ad Size: 340 pixels wide × 140 pixels tall (horizontal)

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

Ad Close Date: Third Tuesday of each month

Ad Material Due Date: Third Tuesday of each month

E-mail Date: Approximately fourth Tuesday of each month

Ad Material Due Date (November and December): Second Tuesday of each month

Ad Email Date (November and December): Third Tuesday of each month

ASBC HOMEPAGE DIGITAL AD (online homepage)

Ad Size: 450 pixels wide × 200 pixels tall (horizontal)

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

BREWING SUMMIT 2018 PROGRAM BOOK ADVERTISING (4-color only)

PRINT

Ad Sizes:

	Width	Height
Full-Page	7"	10"
Full-Page Bleed*	8-3/4"	11-1/4"
Half-Page Vertical	3-3/8"	10"
Half-Page Horizontal	7"	4-7/8"

Ad Specifications:

- Trim size 8-1/2" wide × 11" tall
 - *Bleed art must measure 8-3/4" wide × 11-1/4" tall
- Keep live matter 1/4" from trim edges
- eps, tif, PDF files accepted

Resolution: 300 dpi

Format: eps or tif; press-ready PDF preferred; composite PDF v1.3; if possible conform to PDF/X-1a

Materials Due Date: June 5, 2018

- 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 bleed ads
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges

Printing Process: Offset

Paper Stock: Matte

ASBC ADVERTISING POLICIES

All ads and "sponsor by" logos are to be prepaid before any type of publication. 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. Production changes or services are billed at \$100 minimum. Cancellations must be made by the space reservation closing date, otherwise no refund will be made. 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.