2026 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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 _____ / _____ CVV Code _____

month *year* *3 or 4 digits*

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 **Rachel Alvarado** for more details at +1.651.994.3822 or asbc@scisoc.org.

ASBC DIGITAL ADS (monthly)

Homepage Banner Ad

Ad size: 380 pixels wide × 380 pixels tall

Rates:

☐ 1× rate: $500

☐ 3× rate: $450

☐ 6×rate: $400

☐ 12× rate: $350

Desired ad starting month _____

Materials:

☐ New materials to come

☐ Repeat digital ad previously posted

URL _____

Homepage Video Ad

Format: mp4

Length: up to 20 seconds

Rates:

☐ 1× rate: $750

☐ 3× rate: $700

☐ 6× rate: $650

Materials: ☐ New video ad

ASBC Homepage Digital Ad Total $ _____

WEBINAR AND COURSES

☐ Partner with ASBC to develop a webinar for members*: $5,000

☐ Sponsor an ASBC Course**: $3,500

☐ Sponsor an ASBC Webinar**: $2,000

Webinar and Courses Total $ _____

**Theme and content to be approved by ASBC staff*

*** Reach out to ASBC staff to review availability*

EMAIL BLAST

☐ $2,500

Email Blast Total $ _____

ADVERTISING GRAND TOTAL $ 0 _____

Submit this application to:

Rachel Alvarado, Business Development Manager

asbc@scisoc.org

+1.651.994.3822

Or, reach out to Rachel about additional, custom ad placements as well as opportunities to gain further visibility through sponsorship and exhibit opportunities at our annual conference.

ASBC Advertising Mechanical Requirements and Deadlines

All artwork files and URL link(s) should be sent to Rachel Alvarado at asbc@scisoc.org.

ASBC HOMEPAGE DIGITAL AD (online homepage)

Homepage Banner Ad

Ad Size: 380 pixels wide × 380 pixels tall
Format: jpg, png, or gif (non-animated)

Homepage Video Ad

Format: mp4
Length: up to 20 seconds

COURSES AND WEBINARS

Content and materials to be reviewed with ASBC staff; please note considerable lead time of at least 8–12 weeks is needed to allow for adequate time for content review and course/webinar marketing

EMAIL BLAST

Materials Needed: html, logo + URL
Materials Due Date: (2) weeks prior to email send date

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.