



2020 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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 MEMBER E-NEWSLETTER AD (bi-monthly email)

Circulation: Approximately 1,600
Ad Size: 340 pixels wide x 140 pixels tall (horizontal)
Rates:
 1 x rate: \$600
 3 x rate: \$550
 6 x rate: \$500
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 (monthly)

Ad size: 450 pixels wide x 200 pixels tall (horizontal)
Rates:
 1 month: \$600 per month
 3 months: \$1,650 or \$550/month
 6 months: \$3,000 or \$500/month
 12 months: \$5,400 or \$450/month
 Desired ad starting month _____
Materials
 New materials to come
 Repeat digital ad previously posted
 URL _____
ASBC Homepage Digital Ad Total \$ _____

WBC 2020 MOBILE APP AD

Ad Sizes: 1242 pixels wide x 120 pixels tall
Rates:

Cost	Frequency
<input type="checkbox"/> \$5,000	100% of the time
<input type="checkbox"/> \$2,500	25% of the time

Materials
 New banner ad
ASBC mobile app ad total \$ _____

ADVERTISING GRAND TOTAL \$ _____

Submit this application to:
 Brianna Plank
 Director, Business Development
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 MEMBER E-NEWSLETTER AD

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

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

Ad Close Date: Third Tuesday of every odd month (e.g. January, March, May, July, September, November)

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 every odd month

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

ASBC HOMEPAGE DIGITAL AD (online homepage)

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

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

WBC 2020 MOBILE APP AD

Ad Size: 1242 pixels wide x 120 pixels tall

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

Ad Material Due Date: Friday, July 3, 2020

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.