



# 2021 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)*  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](mailto:rwilkie@scisoc.org).

**Submit this application to:**  
 Brianna Plank, Director, Business Development  
[bplank@scisoc.org](mailto:bplank@scisoc.org) | +1.651.994.3819

## ASBC BUZZ NEWSLETTER (bi-monthly email)

**Circulation:** Approximately 1,500  
**Banner Ad**  
**Size:** 340 pixels wide x 140 pixels tall (horizontal)  
**Rates:**  
 1x rate: \$600                      3x rate: \$550                      6x rate: \$500  
**Materials:**  
 New digital ad to come  
 Repeat digital ad from the ASBC Buzz: Month/Year \_\_\_\_\_ / \_\_\_\_\_  
 URL \_\_\_\_\_  
**Native Ad**  
**Size:** 340 pixels wide x 140 pixels tall (horizontal) + up to 40 words of copy  
**Rates:**  
 1x rate: \$1,200                      3x rate: \$1,100                      6x rate: \$1,000  
**Materials:**  
 New digital ad to come  
 Repeat digital ad from the ASBC Buzz: Month/Year \_\_\_\_\_ / \_\_\_\_\_  
 URL \_\_\_\_\_  
**Company Spotlight**  
**Rate:** \$2,500  
**Format:** Interview/Q&A  
**ASBC Buzz E-newsletter Total \$** \_\_\_\_\_

## ASBC DIGITAL ADS (monthly)

**Homepage Banner Ad**  
**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 \_\_\_\_\_  
**Methods Homepage Banner Ad**  
**Ad size:** inquire for ad size  
**Rates:**  
 1x rate: \$500                      3x rate: \$450                      6x rate: \$500                      12x rate: \$450  
**Materials:** New banner ad  
**Homepage Video Ad**  
**Format:** mp4  
**Length:** up to 20 seconds  
**Rates:**  
 1x rate: \$800                      3x rate: \$750                      6x rate: \$700                      12x rate: \$650  
**Materials:** New video ad  
**ASBC Homepage Digital Ad Total \$** \_\_\_\_\_

## ASBC MOBILE APP BANNER ADS (monthly)

**Ad Sizes:** 1242 pixels wide x 120 pixels tall  
**Rates:**  
 1x rate: \$600                      3x rate: \$550                      6x rate: \$500                      12x rate: \$450  
**Materials:** New banner ad  
**ASBC Mobile App Ad Total \$** \_\_\_\_\_

**ADVERTISING GRAND TOTAL \$** \_\_\_\_\_

# ASBC Advertising Mechanical Requirements and Deadlines

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

## ASBC BUZZ NEWSLETTER AD

### Banner Ad

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

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

### Native Ad

**Ad Size:** 340 pixels wide × 140 pixels tall (horizontal) + up to 40 words of copy

**Format:** jpg, png, or gif (non-animated) + email copy to [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

### Company Spotlight

**Format:** Interview/Q&A – email copy to [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org)

**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)

### Homepage Banner Ad

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

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

### Methods Homepage Banner Ad

**Ad Size:** inquire for ad size

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

### Homepage Video Ad

**Format:** mp4

**Length:** up to 20 seconds

## ASBC MOBILE APP AD

**Ad Size:** 1242 pixels wide × 120 pixels tall

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

**Ad Material Due Date:** (2) weeks prior to month ad appears

## 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.