



2022 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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.

Submit this application to:
 Brianna Plank, Director, Business Development
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 _____
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 \$ _____

EMAIL BLAST

\$3,300
Email Blast 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.

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

Company Spotlight

Format: Interview/Q&A – email copy to 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)

Homepage Video Ad

Format: mp4

Length: up to 20 seconds

EMAIL BLAST

Materials Needed: html, logo + URL

Materials Due Date: (1) week prior to email send date

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.