



# 2023 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)*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).

## ASBC DIGITAL ADS (monthly)

### Homepage Banner Ad

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

**Rates:**

- 1x rate: \$500
- 3x rate: \$450
- 6x rate: \$400
- 12x 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:**

- 1x rate: \$750
- 3x rate: \$700
- 6x rate: \$650

Materials: New video ad

ASBC Homepage Digital Ad Total \$ \_\_\_\_\_

## EMAIL BLAST

\$2,500

Email Blast Total \$ \_\_\_\_\_

## WEBINAR SPONSORSHIP

Format: 15-second ad roll (one available per webinar!)

**Rates:**

- 1x rate: \$1,500
- 3x rate: \$3,000
- 6x rate: \$6,000
- 12x rate: \$10,000

Webinar Sponsorship Total \$ \_\_\_\_\_

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

**Submit this application to:**  
 Brianna Plank, Director, Business & Strategic Development  
[bplank@scisoc.org](mailto: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](mailto:rwilkie@scisoc.org).

## ASBC HOMEPAGE DIGITAL AD (online homepage)

### Homepage Banner Ad

**Ad Size:** 450 pixels wide x 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

## WEBINAR SPONSORSHIP

**Format:** 15-second ad roll

**Materials Needed:** Ad roll copy, URL, logo

**Materials Due Date:** (1) week prior to live webinar 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.