

Mailed to over 9,300 leading scientists across the globe, the *Biophysical Society's Newsletter* is an excellent medium for your marketing needs. These timely pieces feature articles on Society affairs, announcements, member profiles, committee and subgroup news, award nominations, a meeting calendar, and membership information.

Display Advertising Rates & Sizes

Advertising in multiple months will increase exposure and decrease costs. All rates are per issue and are full color.

Space Unit	1x	3x	6x
Full Page	\$2,000	\$1,890	\$1,780
Full Page (<i>Center fold</i>)	\$2,500	\$2,350	\$2,000
1/2 Page	\$1,100	\$990	\$880
1/4 Page	\$825	\$740	\$660

Dimensions

Full Page	8.4 x 10.9 in. (<i>add 1/4 in. for full page bleed</i>)
1/2 Page (<i>horizontal</i>)	6 x 4.25 in.
1/2 Page (<i>vertical</i>)	3 x 8.55 in.
1/4 Page	3 x 4.25 in.

<u>Issue</u>	<u>Insertion Due</u>	<u>Ad Due</u>
January (<i>Pre Annual Meeting Issue</i>)	11/15/2012	12/01/2012
February (<i>Annual Meeting Issue</i>)	01/03/2013	01/07/2013
March (<i>Post Annual Meeting Issue</i>)	01/21/2013	01/23/2013
April	03/01/2013	03/07/2013
May	04/01/2013	04/05/2013
June	05/03/2013	05/06/2013
July	06/03/2013	06/06/2013
August (<i>launch of Meeting Issue</i>)	07/01/2013	07/05/2013
September	08/02/2013	08/08/2013
October	09/02/2013	09/06/2013
November	10/03/2013	10/07/2013
December	11/04/2013	11/07/2013

Company Information

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____

Fax: _____

Email: _____

Please reserve the following space:

- Full Page Full Page–Center
 1/2 Page (vertical) 1/2 Page (horizontal)
 1/4 page

Issue(s) _____

Rate

Cost of Ad Space Reserved \$ _____

Signature _____

Date _____

Please fax this form to the Sales & Exhibits Manager at the fax listed below.

Method of Payment

_____ Check (Payable to Biophysical Society – US currency drawn on US bank. No Purchase Orders accepted.)

_____ Credit Card

Card Type (check one): MasterCard Visa Discover American Express

Credit Card Number: _____

Expiration Date: _____ / _____
(month) (year)

Name as it appears on card: _____ Signature: _____

(Your signature authorizes your credit card to be charged for the total payment. The Biophysical Society reserves the right to charge the correct amount if different from the total payment.)

Conditions: All advertisements are subject to the approval of the Biophysical Society Publications Office. Acceptance of advertising is at the discretion of the Society, which reserves the right to refuse any advertisement.

Insertion Orders: Insertion orders must be received in writing on or before closing dates published herein. If new material is not received by the closing date, existing material will be repeated.

Agency Discounts: All prices are net. No agency discounts.

Conformance to Mechanical Requirements: Materials must be prepared in accordance with the mechanical requirements specified herein. Advertiser will be billed for any additional work required to print/display advertisement.

Ad Position: Ad placement is on a first-come, first-served basis.

Cancellation: Cancellations are not accepted 5 days prior to insertion date. Biophysical Society reserves the right to charge for space reserved if insertion is canceled 5 days prior to insertion date.

Publisher Liability: The advertiser and agency, jointly and separately, will indemnify and hold harmless the Biophysical Society, its officers, employees, and agents of either body against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, copyright infringement to plagiarism.

Advertising in any of the BPS publications will earn your company additional points in the Annual Meeting Booth Allocation Process.

File Requirements:

File Types: PDF (preferred), EPS, TIF, PS or AI file.

Resolution: 300 dpi

Fonts: Must be embedded in the file

Color Mode: CMYK

Important: Add 0.125 bleed around if you want your full page ad extended to the edges. Adjusted size: 8.75” x 11.25”