



2011 Biophysical Society 55th Annual Meeting Program Insertion Order

Biophysical Society 55th Annual Meeting March 5–9, 2011 Baltimore, Maryland

Advertise in the Annual Meeting Program and reach over 6,000 consumers! The Program is a comprehensive listing of all symposia, platform sessions, poster presentations, subgroup meetings, workshops, exhibiting companies, and exhibitor presentations. It's distributed on-site to all attendees and used extensively throughout the Annual Meeting, and becomes a great product/services reference guide after the show.

Space Unit	B/W	4-Color	Inches Wide	Inches Deep
Full Page (w/ .25 in. bleed)	\$1,600	\$2,400	8.75"	11.25"
Full Page (no bleed)	\$1,600	\$2,400	7.5"	10"
Half Page (horizontal)	\$1,000	\$1,800	7.5"	5"
Half Page (vertical)	\$1,000	\$1,800	3.5"	10"
Page Facing Cover 3 or Page Facing Section Tab Dividers		\$2,700*		
Cover 2, Cover 3 or Single Side of Section Tab Dividers		\$3,000*		
Cover 4		\$3,500		

* Section tab divider includes 5 days and exhibits section.

Advertising in any of the Biophysical Society publications will enable your company to receive additional points in the 2012 Annual Meeting Booth Allocation Process.

Company Information

Contact Name _____
 Company Name _____
 Address _____
 City _____ State _____
 Postal Code _____ Country _____
 Phone _____
 Email _____
 URL _____

Please reserve the following space:

- Full Page
 1/2 Page (vertical) 1/2 Page (horizontal)
 Cover 2,3 or Single Exhibit Hall Tab Divider
 Page Facing Cover 3 or Page Facing Exhibit Hall Tab Divider Section
 Cover 4
 Color B/W

Rate

Cost of Ad Space Reserved \$ _____

Method of Payment

- _____ Check (Payable to Biophysical Society in US currency drawn on US bank. No Purchase Orders accepted.)
 _____ Bill Me
 _____ Credit Card

Card Type (Check One): Master Card Visa Discover American Express

Credit Card Number: _____ Expiration Date: _____/_____/_____

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.)

Please fax or mail PAGE 1 of this form by December 1, 2010.

2011 Biophysical Society 55th Annual Meeting Program (continued)

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

Insertion Orders & Ads: Insertion orders and ads must be received in writing no later than December 1, 2010.

Agency Discounts: All prices are net. The Biophysical Society no longer gives 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 the first-come, first-served basis. Color ad placement is based upon placement for color signatures.

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

File Requirements:

Trim Size: 8.5 x 11 inches

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

Resolution: 300 dpi

Fonts: Must be embedded in the file

Color Mode: Grayscale or CMYK