



2010 Newsletter Advertising Insertion Form

Mailed to over 9,200 leading scientists across the globe, the *Biophysical Society's Newsletter* is an excellent medium for your advertisement. 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 month.

Space Unit	1x	3x	6x	12x	Dimensions
Full Page (non-bleed)*	\$1,100	\$990	\$880	\$770	7.5 x 9.5 in.
Full Page (bleed)	\$1,100	\$990	\$880	\$770	8.40 x 10.85 in. (plus 1/4 in. bleed)
1/2 Page (horizontal)	\$825	\$740	\$660	\$575	7.5 x 4.75 in.
1/2 page (vertical)	\$825	\$740	\$660	\$575	3.75 x 9.5 in.
1/4 page	\$575	\$515	\$460	\$400	3.75 x 4.75 in.

*Four-Color Rates: Add \$650, full page ads only

Newsletter Ad Deadlines

Issue	Insertion & Ad	Issue	Insertion & Ad
January (Annual Meeting Issue)	11/17/2009	July	05/14/2010
February (Annual Meeting Issue)	12/15/2009	August	06/15/2010
March	01/15/2010	September	07/15/2010
April	02/16/2010	October	08/16/2010
May	03/15/2010	November	09/15/2010
June	04/15/2010	December	10/15/2010

Company Information

Contact Name _____

Company Name _____

Address _____

City _____ State _____

Postal Code _____ Country _____

Phone _____

Email _____

Please reserve the following space:

Full Page 1/2 Page (vertical)

1/2 Page (horizontal) 1/4 page

Issue(s) _____

Rate

Cost of Ad Space Reserved \$ _____

Please fax or mail PAGE 1 of this form to Gloria Nehemiah. See contact information below.

METHOD OF PAYMENT

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

_____ 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.)

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. 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.

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.

Advertising in any of the BPS publication will earn your company additional points in the 2010 Annual Meeting Booth Allocation Process.

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