Biophysical Society

# Newsletter Advertising Form

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 (Center fold) | $2,500 | $2,350 | $2,000 |
| 1/2 Page | $1,100 | $990 | $880 |
| 1/4 Page | $825 | $740 | $660 |

**Dimensions**

| | |
|---|---|
| Full Page | 7.5 x 9.5 in. (add 1/4 in. for full page bleed) |
| 1/2 Page (horizontal) | 7.5 x 4.75 in. |
| 1/2 Page (vertical) | 3.75 x 9.5 in |
| 1/4 Page | 3.75 x 4.75 in. |

| Issue | Insertion Due | Ad Due |
|---|---|---|
| January (Pre Annual Meeting Issue) | 11/15/2011 | 12/01/2011 |
| February (Annual Meeting Issue) | 01/03/2012 | 01/06/2012 |
| March (Post Annual Meeting Issue) | 02/03/2012 | 02/07/2012 |
| April | 03/02/2012 | 03/07/2012 |
| May | 04/01/2012 | 04/06/2012 |
| June | 05/03/2012 | 05/06/2012 |
| July | 06/03/2012 | 06/06/2012 |
| August (launch of Meeting Issue) | 07/01/2012 | 07/06/2012 |
| September | 08/03/2012 | 08/08/2012 |
| October | 09/02/2012 | 09/06/2012 |
| November | 10/03/2012 | 10/06/2012 |
| December | 11/03/2012 | 11/07/2012 |

**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 Marlene Mirman at the fax listed below.**

11400 Rockville Pike, Suite 800, Rockville, MD 20852 • Phone: 240-290-5600 • Fax: 240-290-5555 • society@biophysics.org • www.biophysics.org

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# Newsletter Advertising Form (continued)

**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) **Security Code (on back of card):** _____

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 the 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 feees) 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 Annual Meeting Booth Allocation Process.**

**File Requirements:**
**File Types:** PDF, EPS, TIF, PS or AI file.
**Resolution:** 300 dpi
**Color Mode:** CYMK