**Company Information** 

**57**<sup>th</sup> **Annual Meeting**February 2–6, 2013
Philadelphia, Pennsylvania

Program Insertion Order

Please reserve the following space:

Advertise in the Annual Meeting Program and reach over 6,100 consumers! The Program is a comprehensive listing of all symposia, workshops, platform sessions, poster presentations, subgroup symposia, exhibiting companies, and exhibitor presentations. It's distributed on site to all attendees, used extensively throughout the Annual Meeting, and becomes a great product/services reference guide after the meeting.

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

Space Unit	4-Color	Width	Height
Full Page (w/ .25 in. bleed)	\$2,700	8.75"	11.25"
Full Page (no bleed)	\$2,700	7.5"	10"
Half Page (horizontal)	\$2,100	7.5"	5"
Half Page (vertical)	\$2,100	3.5"	10"
Page Facing Inside Front, Page Facing Inside Back or Page Facing Table of Content	\$3,100	8.75"	11.25"
Inside Back, Inside Front, and Tab Divider	\$3,300	8.75"	11.25"
Back Cover	\$4,200	8.75"	11.25"

Contact Name:	☐ Full Page	
Contact Name:	_ □ 1/2 Page (vertical)	
Company Name:	□ 1/2 Page (horizontal)	
Title:	3	
Address:		
City:State:	□ Tab Dividor	
Postal Code:Country:	☐ Page Facing Inside Front, Page Facing Inside Back or	
Phone: Fax:	☐ Back Cover	
Email:	- Rate	
Signature:	Cost of Ad Space Reserved \$	
Method of Payment Check (Payable to Biophysical Society – US currency drawn on Use	S bank. No Purchase Orders accepted.)	
Credit Card		
Card Type (check one): ☐ MasterCard ☐ 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	e total payment. The Biophysical Society reserves the right to charge	

Please fax or mail page 1 of this form by November 15, 2012, to the fax/email listed below.

the correct amount if different from the total payment.)

# Program Insertion Order (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 November 15, 2012.

# **Agency Discounts**

All prices are net.

## **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 will not be accepted after June 1, 2012. Biophysical Society reserves the right to charge for space reserved if insertion is canceled after the deadline.

# **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

(Important: If you want your graphic extended to the adges add 0.125 bleeds around. Adjusted size: 8.75" x 11.25")

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

Resolution: 300 dpi

**Fonts:** Must be embedded in the file **Color Mode:** Grayscale or CYMK