

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"

Company Information

Contact Name: _____

Company Name: _____

Title: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____

Please reserve the following space:

- Full Page
- 1/2 Page (vertical)
- 1/2 Page (horizontal)
- Inside Back
- Inside Front
- Tab Divider
- Page Facing Inside Front, Page Facing Inside Back or Page Facing Table of Content
- Back Cover

Rate

Cost of Ad Space Reserved \$ _____

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.)

**Return page 1 of this form by November 15, 2012, to Nancye Berman,
Exhibits & Sales Manager, at the fax or email listed below.**

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 edges 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 CMYK