



## Program Rates

### B/W Space Charges:

Full page: \$3,212  
 1/2 page: \$2,123  
 1/4 page: \$1,226

### Cover Positions:

Cover 2: \$6,935\*  
 Cover 3: \$5,522\*  
 Cover 4: \$9,366\*

\*Cover charge includes 4-color

### Color Rates: (add to B/W charges)

Standard: \$415    Matched: \$495    4-color: \$1,095

### Preferred Positions: (add to b/w cost and then add color charge)

Page 1: 25%    Opp. Society Officers: 15%  
 Opp. TOC: 25%    Opp. General Information: 15%  
 Opp. Title Page: 15%    All others: 10%

**Agency Commission:** 15% to recognized agencies.

## Display Ad Sizes (inches)

Ad Sizes	Width	Depth
Full page	7	10
1/2 vertical	3 3/8	10
1/2 horizontal	7	4 7/8
1/4 page	3 3/8	4 7/8

### Mechanical Requirements:

Trim size: 8 1/4 in. x 10 7/8 in.  
 Bleed size: 8 1/2 in x 11 1/8 in.  
 Screens: 133 line.

Digital: Email a high res PDF file with all the fonts embedded to [adnet@faseb.org](mailto:adnet@faseb.org) or go to [www.faseb.org/adnet](http://www.faseb.org/adnet) for more information.

## Contact Information

### For Premium Position and Space Reservations, Contact:

Veronica Purvis: 800-43-FASEB x7791 or 301-634-7791, [vpurvis@faseb.org](mailto:vpurvis@faseb.org)  
 Robyn Engelson: 800-43-FASEB x7103 or 301-634-7103, [rengelson@faseb.org](mailto:rengelson@faseb.org)

### Insertion & Artwork:

Mail to: FASEB AdNet, 9650 Rockville Pike, Bethesda, MD 20814-3998  
 Email to: [adnet@faseb.org](mailto:adnet@faseb.org)  
 AdNet Fax: 301-634-7153  
 AdNet website: [www.faseb.org/adnet](http://www.faseb.org/adnet)

# Advertising Opportunities

**Over 14,000 Anticipated Attendees**  
 High Visibility, Excellent Exposure, and Prospects at Your Booth!

Please reserve the following ad space in the EB 2012 Program:

Ad Size:     Full page     1/2 page     1/4 page     Position: \_\_\_\_\_  
 Color:       4-color       2-color       Black & white  
 Gross Rate: \_\_\_\_\_      Net Rate: \_\_\_\_\_

Note: 2011 Advertisers have First Right of Refusal (FRR) on premium positions. Deadline for FRR is January 6, 2012

**Advertiser Information** – Must be complete to reserve space:     Invoice at address below

Company \_\_\_\_\_

Agency \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_ PO# \_\_\_\_\_

Credit Card \_\_\_\_\_ Card# \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_

## Deadlines

Space Closing: January 20, 2012  
 Materials Deadline: January 27, 2012  
 Meeting Dates: April 21-25, 2012, San Diego, CA