



Bulletin of the American Meteorological Society (BAMS)

2012 Advertising Space Insertion Order

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip Code _____

Phone _____ Fax _____ Email _____

Black and White

- Cover 4** \$1390
- Covers 2 or 3** \$1285
- First Page** \$1285
(must be full page)
- Two-page spread \$2520

- One Page \$1205
- One-half page \$750
- One-quarter page \$470
- Classified ad \$1 per word

Color

- 4-color advertisement* \$1450 per insertion
- Digital BAMS Animation \$190 per Flash file

*Color charge is in addition to the above listed black and white rates.

**Covers 2, 3, 4, and the first page are available on a contract basis only—no agency commission, no cash discount; prepayment required. A 25% discount is available to corporation members of the AMS (sustaining, regular, and small business).

Mailing List Rental

- Mailing List Rental

(A full page B&W advertisement in *BAMS* is a requirement for use of the AMS membership list. An electronic file of the mailing list is available for onetime use at 15 cents per address.)

Frequency Advertising

- 12 consecutive months - 15% discount
- 6 months within a calendar year- 10% discount
- 3 months within a calendar year - 5% discount

Mechanical Requirements

Halftones	133 screen	One-half page (vertical)	3-1/6" x 9-1/8"
Bleed-page size	8" x 10-3/4"	One-half page (horizontal)	6-1/2" x 4-9/16"
Trim-page size	7-7/8" x 10-1/2"	One-quarter page (vertical)	3-1/6" x 4-9/16"
One page (typeset page)	6-1/2" x 9-1/8"	One-quarter page (horizontal)	4-1/5" x 3-1/2"

Closing Dates and Cancellations

The monthly deadline for advertising insertion orders is the 8th of the month two months prior to month of issue; i.e. advertising insertion orders for the April issue must be received by 8 February. Deadline for ad copy is the 15th of the month two months prior to month of issue. Insertion orders received after the deadline are subject to space availability. Cancellations are not accepted after closing date of orders. Closing dates are subject to change.

Please indicate which issue(s) you would like the ad to appear (**bold** indicates special issues):

- January 2012 February 2012 March 2012 April 2012 May 2012 June 2012
- July 2012 August 2012 **September 2012** October 2012 **November 2012** December 2012

Billing Information

- Check
- Credit Card#: (Visa) (Mastercard) (Am Ex) _____ Expiration Date: _____
- Purchase Order#: _____ Billing Address: _____

Please return this form to: Kelly Savoie, AMS, 45 Beacon Street, Boston, MA 02108-3693; (617) 742-8718 (fax); ksavoie@ametsoc.org (e-mail)