

# BULLETIN OF THE AMERICAN METEOROLOGICAL SOCIETY (BAMS) 2009 ADVERTISING OPPORTUNITIES



## Advertising Policy

The AMS will accept tasteful and accurate advertisements for products and services of professional interest to AMS members from organizations that are actively involved in the atmospheric and related sciences. The AMS also accepts advertising from organizations that have an interest in the atmospheric and related sciences and services, but are not actively involved in them. These organizations may promote their contributions to AMS activities and other good works, but may not directly promote products or services. The AMS reserves the right to refuse advertising that does not meet these criteria. Acceptance of advertising does not constitute the Society's endorsement of the product or service being advertised.

## Advertising Rates

### **Black and White**

Cover 4 (\$1300); Covers 2 or 3 (\$1200); Page One (\$1200); One Page (\$1125); One-half Page (\$700); One-quarter Page (\$440); Two-page Spread (\$2350); Digital BAMS Animations (\$190 per file).

### **Color**

4-color advertisement\* (\$1450 per insertion)

\*Color charge is in addition to the above listed black and white rates. (A 25% discount is available to sustaining, regular, and small business corporation members of the AMS.)

### **Classified Ads**

Line ads for products, services, or employment are \$50 per 50 words. Each additional word is \$1.

## Frequency Advertising

There is a 15% discount for 12 consecutive months of advertising; a 10% discount for 6 months within a calendar year; and a 5% discount for 3 months within a calendar year.

## Production Notes

### **Mechanical Requirements**

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

### **Ad Materials**

BAMS is printed on an offset press. Ad materials may be provided in any of the following forms: 1) camera-ready copy; 2) film negative (right reading, emulsion side down); 3) .eps files. Electronic files (.eps) are preferred, with color ads saved in CMYK format (RGB is *not* acceptable) and fonts converted to outlines or paths. Nested fonts or graphics must be sent with all ads. 4) Flash files for animations in Digital BAMS (no larger than 5 MB).

### **Closing Dates and Cancellations**

The monthly deadline for advertising insertion orders is the 15th of the month two months prior to month of issue; that is, advertising insertion orders for the April issue must be received by 15 February. Deadline for copy and/or negatives is the 22nd of the month two months prior to month of issue. Cancellations are not accepted after closing date of orders.

### **Ad Design Services**

The AMS provides typesetting, layout, and design services for clients advertising in the Bulletin. Fees for design services are \$50 for a one-quarter-page ad, \$100 for a half-page ad, and \$175 for a one-page ad.

## Market of BAMS

BAMS (published since 1920 and issued monthly) features editorials, survey articles, conference summaries, and correspondence devoted to the latest news and research in the atmospheric and related oceanic and hydrologic sciences. It also includes professional and membership news and announcements, book reviews, meeting programs, and a professional directory. By advertising in BAMS, you will reach a paid subscriber base of over 10 000 AMS members—many of whom are responsible for the purchase of their organization's equipment and services. Through BAMS, you reach thousands of government and private-sector meteorologists, supervisors of university and college meteorological facilities, research scientists, libraries, and a host of other prospective buyers. **Starting with our January 2009 issue, all AMS members will have exclusive cover-to-cover access to the new BAMS Digital Edition--a dynamic, interactive reading experience.**

## Special Issues

**MAY: Book Issue** - features a comprehensive review of recent publications focusing on the atmospheric and related oceanic and hydrologic sciences. It is used as a year-round reference by scientists, researchers, consultants, teachers, students, and weather enthusiasts for the most up-to-date scientific research being published throughout the world.

**SEPTEMBER: Scholarship/Fellowship Issue** - This issue includes a listing of scholarship and fellowship recipients. Along with AMS, leading environmental science and service corporations, government agencies, and members support the scholarships and fellowships.

**NOVEMBER: Meeting Program Issue** - This issue includes a synopsis of conferences and symposia being offered at the upcoming Annual Meeting as well as information on activities and programs of general interest. It is used as an itinerary and meeting planner for AMS members and meeting participants.

## Professional Directory

The Professional Directory is divided into two sections: the first section is for Certified Consulting Meteorologists, and the second section is for AMS members (professional members). Copy should read like a professional card, not like an advertisement. Space allotted is 1 1/2" x 3 1/4". The rate for insertion is \$30.00 per block, per issue (accepted on a calendar-year basis). Lister is billed automatically at the end of the year for the following year. There is a \$25 charge for changes or corrections. (Sample shown below.)

### **AIR AND SEA SERVICE**

JOHN JONES, PRESIDENT

### **Certified Consulting Meteorologist**

Environment Impact and Site Surveys · Air Pollution Studies ·  
Diffusion Analysis · Weather and Air Quality Forecasting ·  
Monitoring Instrumentation · Expert Testimony

45 Beacon Street (617) 555-2425  
Boston, MA 02108 (617) 742-8718 fax

## Rental of Membership List

A full-page advertisement in the Bulletin at \$1125 is a requirement for use of the AMS membership list. An electronic file of the mailing list is available for a onetime use at 15 cents per address. The list may be broken down by membership classification, zip code range, state, country, or field of expertise. All advertising materials must be submitted to the Society for prior approval. Rental of address list is for a onetime mailing; it is strictly forbidden to reproduce/copy the AMS mailing list in whole or in part.

## Contact Information:

AMS, Attn: Advertising, 45 Beacon Street, Boston, MA 02108-3693; 617-227-2426 ext. 215 (phone); 617-742-8718 (fax); ksavoie@ametsoc.org

# American Meteorological Society ONLINE CAREER CENTER



The AMS Online Career Center may be accessed through the AMS Web site at <http://www.ametsoc.org/careercenter/index.html>. In addition to posting positions, advertisers may search and view job seekers' résumés.

## **Job Posting Rates:**

**\$360 (30-day posting)**

**\$1530 (5 pack of jobs)**

Usable for: 30 day job postings.

Buy 5 job posting credits at a 15% discounted rate.

These credits may be used at anytime during the next 12 months.

**\$2880 (10 pack of jobs)**

Usable for: 30 day job postings.

Buy 10 job posting credits at a 20% discounted rate.

These credits may be used at anytime during the next 12 months.

**\$3240 (12 pack of jobs)**

Usable for: 30 day job postings or a continual 12 month posting.

Buy 12 job posting credits at a 25% discounted rate.

These credits may be used at anytime during the next 12 months.

## **Résumés:**

View complete resumes for free! If you find any candidates you are interested in, submit your interest to them. If they are interested in your opportunity, we connect you for **just \$20.00**. If the candidate is not interested, you pay nothing!

## **AMS Corporation Member Discounts:**

Active AMS Corporation Members (small business, regular, and sustaining) will receive a 25% discount by including a coupon code when posting a position. If you are an AMS Corporation Member (small business, regular, or sustaining,) please contact Kelly Savoie ([ksavoie@ametsoc.org](mailto:ksavoie@ametsoc.org)) to receive your coupon code.

## **AMS Member Benefit:**

AMS Members will be given 14 days advance access to a job listing. A member-only symbol will appear next to the posting. After 14 days, the job posting is open to all.

## **Submission of Ads:**

Advertisers must create an online account and submit ad text through the AMS Career Center site. Ad text may be entered at any time.

## **Payment Information:**

Prepayment is required by credit card or valid purchase order.

## **Contact Information:**

If you have questions, please contact Customer Service at 888.575.WORK(9675) (inside US) or 860.440.0635 (outside US).