

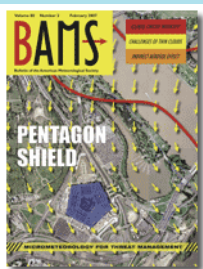


ADVERTISING OPPORTUNITIES

The Annual Meeting is the largest AMS conference. It attracts approximately 2500 attendees from academia, research, government, and the private sector. The Annual Meeting is comprised of over a dozen conferences, which are run in parallel. However, attendees have the option to attend sessions in any conference. Other highlights of the Annual Meeting include a large commercial exhibition, daily weather briefings, an "electronic theater", highlighted lectures by renowned scientists, short course workshops, a student conference, and the AMS Awards Banquet. The theme of the 2010 AMS Annual Meeting is "Weather, Climate, and Society: New Demands on Science and Services." Recent international, national, and regional assessments, as well as recent observed trends, make it clear that the weather and climate of the twenty-first century is expected to be unlike the phenomena that the human and natural systems adapted to during the twentieth century. Currently, global societies lack the experience needed to mitigate projected climate change and weather

extremes. Nonstationary (evolving) weather and climate present many scientific and service challenges. Detailed information on the 2010 AMS Annual Meeting may be found on our Web site at www.ametsoc.org/meet/annual.

Promote your product or service by advertising in the *Bulletin of the AMS (BAMS)* or the Annual Meeting Program. Detailed information on each of these publications is referenced on both sides of this rate card.



Bulletin of the American Meteorological Society (BAMS)

NOVEMBER: Meeting Program Issue

This issue includes complete program agendas for all conferences and symposia being offered at the upcoming Annual Meeting and is used as an itinerary and meeting planner for AMS members and meeting participants. Through *BAMS*, you reach over 10,000 government and private-sector meteorologists, supervisors of university and college meteorological facilities, research scientists, and a host of other prospective buyers.

Rates

Black and White: Cover 4 (\$1300); Covers 2 or 3 (\$1200); "Page One" (\$1200); full inside page (\$1125); one-half page (\$700); one-quarter page (\$440); two-page spread (\$2350); Color: 4-color advertisement* (\$1450 per insertion); *Color charge is in addition to the above listed black and white rates.

Format:

Camera-ready copy; electronic files (preferred) - .eps, .pdf 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.

Mechanical Requirements

Half-tones	133 Line Screen	One-half page (horizontal)	6-1/2" x 4-9/16"
Bleed-page size	8" x 10-3/4"	One-half page (vertical)	3-1/6" x 9-1/8"
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:

The deadline for advertising insertion orders for the November issue of the *AMS Bulletin* is 21 September 2009. Deadline for ad copy is 28 September 2009.





Annual Meeting Program

The Annual Meeting Program is distributed to approximately 2500 attendees at the meeting. The Program includes a schedule of all conferences and symposia (with paper titles and authors) for the week, programs of general interest, special events, attendee information, and a listing and description of all exhibitors and publishers.

Rates

Black and White: Covers 2 or 3 (\$1500); one page (\$1260); one-half page, horizontal only (\$755)

Four-Color Process: Covers 2 or 3 (\$2500); Cover 4 (\$3150); one page (\$2250)

Closing Dates:

The deadline for advertising insertion orders for the Annual Meeting Program is 16 November 2009. Deadline for ad copy is 23 November 2009.

Format:

Camera-ready copy; electronic files (preferred) - .eps , Quark, PDF. Nested fonts or graphics must be sent with all ads (2400 dpi for line art.)

Mechanical Requirements

Halftones	133 Line Screen
Actual page size (trim size)	8-1/2" x 11"
Bleed page size	8-5/8" x 11-1/4"
Live page size	7-1/2" x 10"
Half-page size (horizontal only)	8-1/2" x 5-1/2"

Annual Meeting Event/Service Sponsors

An advertisement, of the size provided below, will be included at no additional charge in the Annual Meeting Program to sponsors providing support (if sponsorship contract is received prior to the insertion order deadline of 16 November 2009). Sponsors may pay the difference to upgrade an advertisement (size, placement (cover spots) or color).

(A 25% discount on all advertising is available to corporation members of the AMS - sustaining, regular, and small business members.)

- Premier Sponsors (\$10,000 and up) - will receive a full-page 4-color ad
- Principal Sponsors (\$5,000 and up) - will receive a full-page B&W ad
- General Sponsors (\$1000 and up) - will receive a half-page B&W ad

For further information, please contact:

Advertising: Kelly Savoie, 617-227-2426 ext. 215; ksavoie@ametsoc.org

Annual Meeting Event/Service Sponsorship: Stephanie Armstrong, 617-227-2426 ext. 235; armstrong@ametsoc.org

Reserve space now by completing an insertion order form!
(www.ametsoc.org/advertising/annualmeeting.html)

