

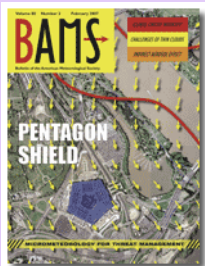
ADVERTISING OPPORTUNITIES



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. This year, almost twenty theme joint sessions are scheduled, allowing such diverse conferences as the 10th Conference on Artificial Intelligence Applications to Environmental Science and Third Symposium on Environment and Health to come together and address common scientific problems and interests. These theme joint sessions will focus on such wide ranging topics as: tools, technologies, and methods to address weather and climate impacts on health; transportation and technology; technology advances for the water information customer; and innovative methods of processing, integrating and analyzing observations from satellites. The formats of these theme joint sessions will vary and include panel discussions, invited papers,

and submitted papers. Detailed information on the 2012 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 14,000 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 (\$1365); Covers 2 or 3 (\$1260); "Page One" (\$1260); full inside page (\$1180); one-half page (\$735); one-quarter page (\$460); two-page spread (\$2470); Color: 4-color advertisement* (\$1450 per insertion); *Color charge is in addition to the above listed black and white rates. Digital BAMS Animations (\$190 per file)

Format:

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. Flash files for animations in Digital BAMS no larger than 5 MB.

Mechanical Requirements

Halftones	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 *BAMS* is 2 September 2011. Deadline for ad copy is 9 September 2011.





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 (\$1575); one page (\$1320); one-half page, horizontal only (\$790)

Four-Color Process: Covers 2 or 3 (\$2625); Cover 4 (\$3300); one page (\$2360)

Closing Dates:

The deadline for advertising insertion orders for the Annual Meeting Program is 10 November 2011. Deadline for ad copy is 17 November 2011.

Format:

Electronic files (preferred) - .eps, 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 10 November 2011). 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 - \$9,999) - will receive a full-page B&W ad
- General Sponsors (\$2,000 - \$4,999) - will receive a half-page B&W ad
- AMS Corporate Patrons - will receive a full-page 4-color ad

For further information, please contact:

Advertising: Kelly Savoie, 617-226-3983; ksavoie@ametsoc.org

Annual Meeting Event/Service Sponsorship: Stephanie Armstrong, 617-226-3906; armstrong@ametsoc.org

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

