



Bulletin of the American Meteorological Society

2010 Advertising Space Insertion Order

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip Code _____

Phone _____ Fax _____ Email _____

Black and White

- Cover 4** \$1365
- Covers 2 or 3** \$1260
- First Page** \$1260
(must be full page)
- Two-page spread \$2470

- One Page \$1180
- One-half page \$735
- One-quarter page \$460
- 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 the *Bulletin* 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.

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

- January 2010 February 2010 March 2010 April 2010 May 2010 June 2010
- July 2010 August 2010 **September 2010** October 2010 **November 2010** December 2010

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)