



## Annual Meeting Advertising Opportunities

The AMS Annual Meeting is our largest conference each year. It attracts over 3,600 attendees from academia, research, government, and the private sector. AMS offers Annual Meeting advertising opportunities in two publications and online. Promote your product or service by advertising in the *Bulletin of the AMS (BAMS)*, the Annual Meeting Program, our Soundings e-newsletter, or on the AMS website.



### Annual Meeting Program

- Reach approximately 3,600 attendees at the meeting in Austin, TX January 7-11, 2018.
- Promote your Booth in the Exhibit Hall.
- Used as a guide for attendees - includes a schedule of all conferences, special events, attendee information, and a listing and description of all exhibitors and publishers.



### Bulletin of the American Meteorological Society (BAMS)

November Annual Meeting Program Issue

- An itinerary and meeting planner for AMS members and meeting participants.
- Reach over 13,000 government and private-sector meteorologists, broadcasters, supervisors of university and college meteorological facilities, research scientists, and a host of other prospective buyers.

AMS Corporation members (sustaining, regular, small business) receive a 25% discount on all ads!  
Annual Meeting Sponsors (\$2000+) receive a complimentary ad in the Annual Meeting Program.  
A 15% discount is offered to advertisers placing both a print ad and an online ad.

	<b>Bulletin of the American Meteorological Society (BAMS)</b>	<b>Annual Meeting Program</b>
<b>Rates</b>	<b>Color Only</b>	<b>Black and White</b>
	Back Cover \$1900	Cover 2 or 3 \$1650
	Cover 2 or 3 \$1750	One Page \$1385
	First Page \$1750	One-Half Page (Horizontal Only) \$830
	Full Page \$1550	<b>Four-Color Process</b>
	Half Page \$850	Cover 2 or 3 \$2755
	Quarter Page \$510	Cover 4 \$3465
	2-Page Spread \$3100	One Page \$2475
Digital BAMS Animations \$190	One-Half Page (Horizontal Only) \$1650	
<b>Mechanical Requirements</b>	Halftones 133 Line Screen	Halftones 133 Line Screen
	Bleed-page Size 8" x 10-3/4"	Actual Page Size (Trim Size) 8-1/2" x 11"
	Trim-page size 7-7/8" x 10-1/2"	Bleed Page Size 8-5/8" x 11-1/4"
	One-half Page (Horizontal) 6-1/2" x 4-9/16"	Live Page Size 7-1/2" x 10"
	One-quarter page (Horizontal) 4-1/5" x 3-1/2"	Half-Page Size (Horizontal Only) 6-3/4" x 4-3/4"
	One Page (Typeset Page) 6-1/2" x 9-1/8"	
<b>Closing Dates</b>	The deadline for advertising insertion orders for the November issue of BAMS is August 28, 2017. Deadline for ad copy is September 5, 2017.	The deadline for advertising insertion orders for the Annual Meeting Program is November 1, 2017. Deadline for ad copy is November 8, 2017.

### Format for both publications:

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 5MB

<b>Online Advertising</b>	A limited number of advertising spaces are available on the Annual Meeting website. Rate: \$250 for a 30 day posting Skyscraper Ad Dimensions: 160 x 600 px; Max file size: 20 K; Formats: jpg, gif
<b>Annual Meeting Event/Service Sponsors</b>	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 November 1, 2017). Sponsors may pay the difference to upgrade an advertisement (size, placement (cover spots) or color). <ul style="list-style-type: none"> <li>• Premier Sponsors (\$10,000 and up) - receive a full-page 4-color ad and an online ad</li> <li>• Principal Sponsors (\$5,000 - \$9,999) - receive a full-page B&amp;W ad</li> <li>• General Sponsors (\$2,000 - \$4,999) - receive a half-page B&amp;W ad</li> <li>• AMS Corporate Patrons - receive a full-page 4-color ad and an online ad</li> </ul>
<b>Contact Information</b>	AMS Advertising: <b>Kelly Savoie</b> , 617-226-3983; ksavoie@ametsoc.org Annual Meeting Event/Service Sponsorship: <b>Stephanie Armstrong</b> , 617-226-3906; armstrong@ametsoc.org

Reserve space now by completing an insertion order form!  
[ametsoc.org/advertising](http://ametsoc.org/advertising)