

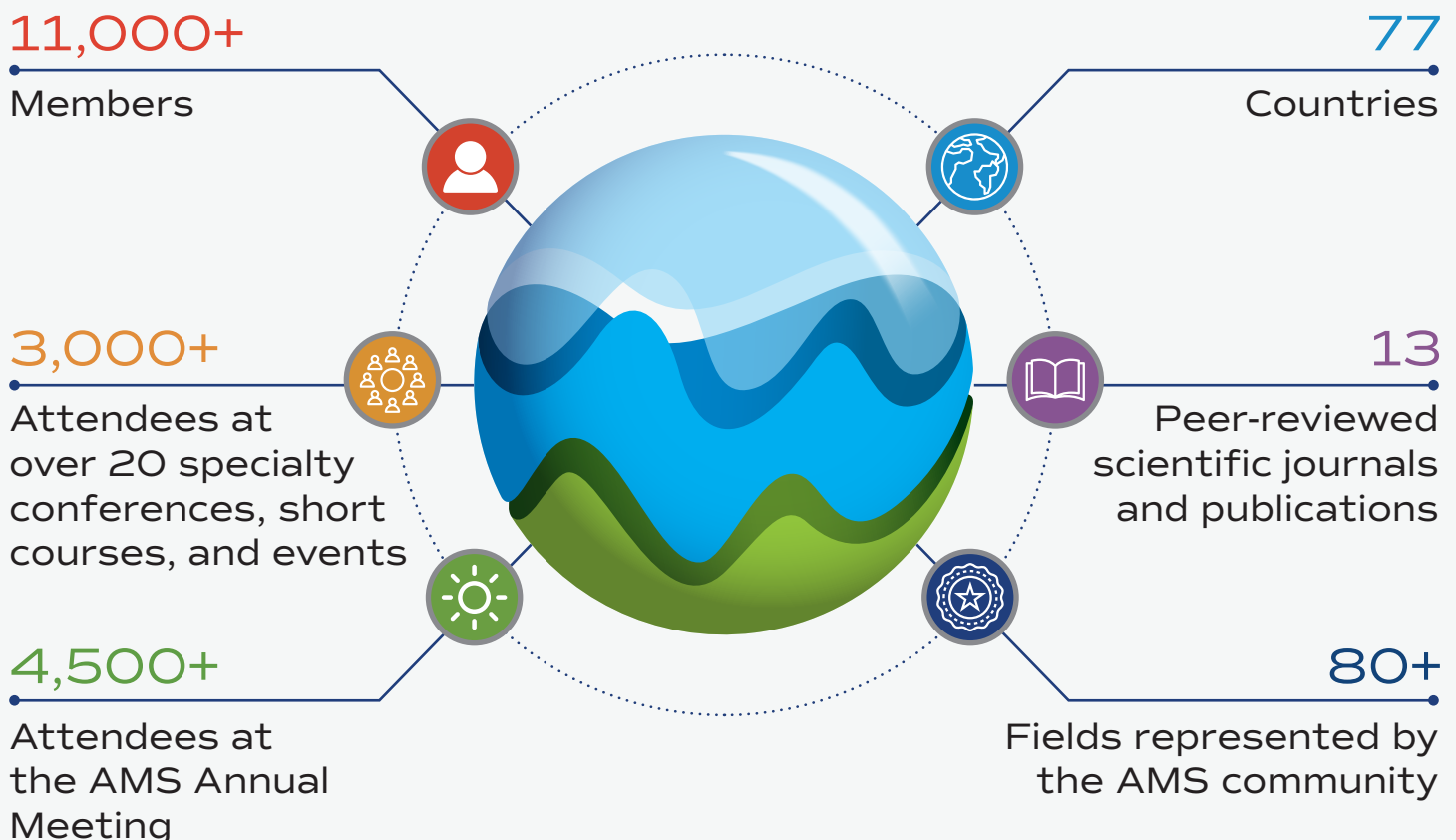
AMS Media Kit

About AMS

The American Meteorological Society is a vibrant global community of weather, water, and climate scientists, educators, policy-makers, and weather enthusiasts. We have spent the past century improving severe weather forecasts, pioneering scientific breakthroughs, and promoting the understanding necessary to ensure that our planet, and the people on it, can thrive.

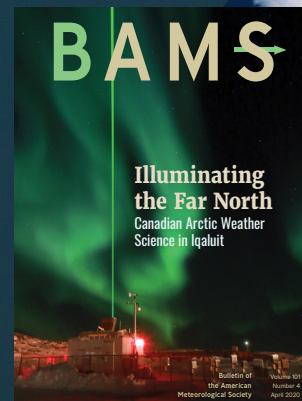
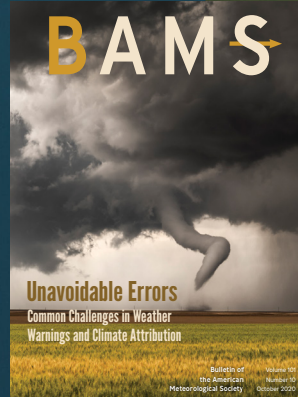
Advertising with the AMS

is a rare opportunity for your organization to not only reach a broad spectrum of potential customers, but also to show your commitment to the science that matters most in this next century.



Bulletin of the American Meteorological Society

Published since 1920 and issued monthly, the *Bulletin of the American Meteorological Society* (BAMS)—the highly ranked flagship magazine of the AMS—enters its second century with a bold new design. By advertising in BAMS, you will reach a paid subscriber base of 11,000+ AMS members, as well as a spectrum of other potential buyers.



Rates and Specifications

There is a frequency discount of 5%, 10%, and 15% for purchasing 3, 6, and 12 months of ads, respectively, in one order.

Ad Location	Single	3x Ads	6x Ads	12x Ads	Measurements (Width x Height)
Back Cover	\$1900	\$1810	\$1710	\$1615	With bleed: 8" x 10.75" (Live area: 7.875" x 10.5") No bleed: 6.5" x 9.125"
Cover 2 or 3	\$1750	\$1660	\$1575	\$1485	
First Page	\$1750	\$1660	\$1575	\$1485	
Full Page	\$1550	\$1475	\$1395	\$1315	
1/2 Page	\$850	\$810	\$765	\$720	6.5" x 3.5"
2-Page Spread	\$3100	\$2950	\$2790	\$2635	With bleed: 16" x 10.75" (Live area: 14.5" x 8.625") No bleed: 15.75" x 8.625"

All print ads are required to be 300 DPI.
File types accepted: PDF (preferred), JPG, TIF, EPS

Web Advertising

A limited number of advertising spaces are available on some of the most trafficked areas of AMS's web presence, including the highly regarded and often-cited Glossary of Meteorology—seen by 850,000+ unique visitors each year.



Glossary of Meteorology



Career Center



Annual Meeting Website



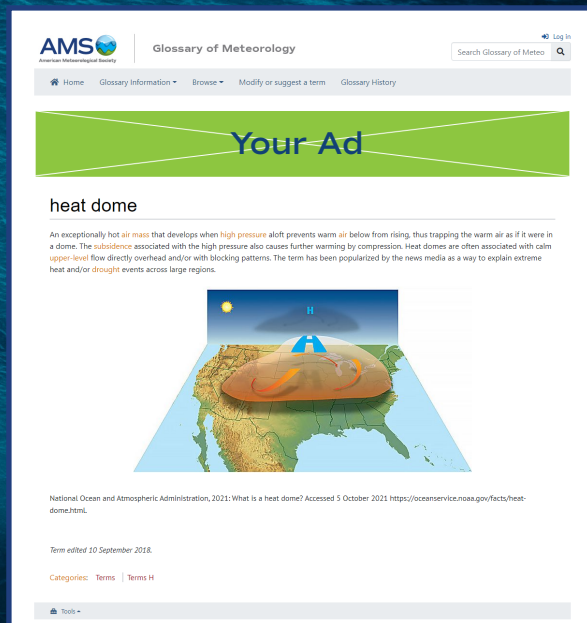
Specialty Meeting Websites



BAMS Web Page



All About Careers In Meteorology



Rates

Display ad across all 6 locations

\$250/30-Day Posting

Specifications

Glossary of Meteorology, Annual Meeting Website, Specialty Meeting Websites, BAMS Web Page, All About Careers in Meteorology

Dimensions: 728 x 90px
Maximum file size: 500kb
File types: JPG, GIF

Career Center

Dimensions: 300 x 250px
Maximum file size: 500kb
File types: JPG, GIF

AMS Job Board

Reach thousands of qualified candidates, ranging from graduating students to late-career professionals, through our Career Center site. AMS members are highly educated, with 70% having advanced degrees. In addition to posting positions, advertisers may search and view job seekers' résumés.

careercenter.ametsoc.org

E-Newsletters

AMS Soundings

AMS Soundings is a free monthly newsletter distributed to an audience of 19,000+ members and friends in the water, climate, and weather community. Each edition includes news updates, profiles, awards, important dates, and other information of interest to our community.

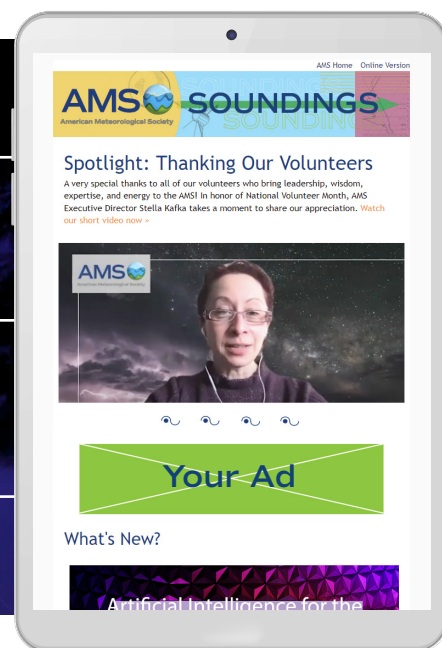
19,000+

Circulation

~30%

Average Open Rate

Emailed Monthly



News You Can Use

AMS News You Can Use (NYCU) is an extremely popular biweekly mailing that is sent to all 11,000+ AMS members each Tuesday. NYCU features a sampling of recent news articles of interest in meteorology and related fields, and it boasts an open rate 15% higher than industry average.

11,000+

Circulation

~34%

Average Open Rate

Emailed Biweekly



Rates and Specifications

E-Newsletter	Rates/Month	File Specifications
Soundings (2 Ad Slots/Issue)	\$575/1 Ad Slot	Dimensions: 600 x 120px Maximum file size: 500kb File types: JPG, GIF
News You Can Use (2 Ads Slots/Issue)	\$400/1 Ad Slot	

Sponsorship

We offer a number of highly visible opportunities for your organization to show its support of science:

AMS Annual Meeting



Partner with AMS for our Annual Meeting, or any of our speciality meetings, to be recognized by a large audience of scientists, policy-makers, educators, students, and funding agencies. Learn more: ametsoc.org/advertising

Weather Band



Proudly show your organization's support of science education by becoming one of the AMS Weather Band (weatherband.org)'s early sponsors. Contact Corporate Relations Manager Adam Kelly (akelly@ametsoc.org) to learn more.

Corporation and Institutional Membership



In addition to reduced journal subscription rates and advertising discounts, Corporation and Institutional Membership enhances corporate and academic recognition within the scientific community. Learn more: ametsoc.org/CIM

AMS WEBINARS AND PODCASTS

Through certain sponsorship packages, opportunities exist to make a more direct impression on our community by sponsoring an AMS webinar or an episode of one of our podcasts: AMS on the Air and Clear Skies Ahead: Conversations about Careers in Meteorology and Beyond. Contact Corporate Relations Manager Adam Kelly (akelly@ametsoc.org) to learn more.

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