

Insertion Order



Company _____ Client (if applicable) _____
Address _____ City _____ State _____ Zip _____ Country _____
Phone _____ E-mail _____

Digital Advertising

SIAM Unwrapped: monthly e-newsletter to members

Issue: _____

Position:

Primary \$1,910

Closing \$1,180

Circulation: 25,000

Artwork deadline: The second Monday of each month.

Artwork specifications: 650 x 80 pixels.

Format: JPEG.

Banner Ads on SIAM News Online

Issue: _____

Position:

Top Sidebar \$720

Homepage and current issue middle banner ad \$500

Homepage and current issue lower banner ad \$400

Date(s) posted: _____

Artwork deadline: Within three (3) days of desired posting date.

Artwork specifications:

Top sidebar banner: 355 x 425 pixels.

Two Lower banner ads: 1,098 x 155 pixels.

Format: PNG, JPEG, GIF or animated GIF.

Animated GIF files must be less than 1MB.

Frequency: 30 day posting.

Banner Ads on Job Board

Position:

Top Leaderboard: \$780

Top Sidebar: \$370

Date(s) posted: _____

Artwork deadline: Within three (3) days of desired posting date.

Artwork specifications: Top leaderboard: 728 x 90 pixels, top sidebar: 250 x 250 pixels.

Format: PNG or JPEG.

Frequency: 30 day posting.

SIAM News Email Notification

Position:

Top \$1,910

Closing \$1,180

Issue: _____

Artwork specifications: 650 x 80 pixels.

Format: JPEG or PNG.

Frequency: SIAM News publishes ten (10) times a year: January/February, March, April, May, June, July/August, September, October, November, and December. The issues mail the first of the month, except for the January/February and July/August issues which mail approximately the 20th to 25th of the month.

Sponsor SIAM Journal eTOC Alerts

Issue(s): _____

Position:

Primary \$305/M

Bottom \$240/M

Exclusive \$325/M

Artwork deadline: Five (5) days prior to transmission.

Artwork specifications: 600 x 299 pixels.

Format: PNG or JPEG.

Frequency: Varies by journal.

SIAM News Sponsored Content

Position:

Full Page \$3,185 Half Page \$1,590

Issue(s): _____

Deadlines: All artwork deadlines and specifications can be viewed at siam.org/sponsors-advertisers-and-exhibitors/advertising/digital-advertising/schedule-rates.

Conference E-newsletters

Position: Bottom

Conference(s): _____

Bundle \$650 (includes kickoff and daily e-newsletters)

Kickoff \$430

Daily \$215

Select the date(s) for the daily e-newsletter _____

Artwork Specifications: 120 x 120 pixels. The text limit is 45 words or less.

Format: PNG or JPEG.

Print Advertising

SIAM News

Issue(s): _____

Ad type: Display Classified Display

Classified Announcement

Display ad size: (See page 3) _____

Horizontal Vertical

Display ad size: (See page 3) _____

Columns x _____ inches

Classified Ad: _____ words @ \$3.65 per word/\$490 minimum

Announcement ad: _____ words @ \$2.50 per word/\$385 minimum

For Classified and Classified Display ads, the ads will be posted online coinciding with when the issue mails and will remain posted for one month for each issue placement booked. The ads will be posted at jobs.siam.org.

Artwork deadlines: See the SIAM News Rates and Deadline page.

Artwork Specifications: Grayscale PDF.

Frequency: Ten (10) times a year: January/February, March, April, May, June, July/August, September, October, November, and December. The issues mail the first of the month, except for the January/February and July/August issues which mail approximately the 19th -25th of the month.

Journal Advertising

Journal(s): _____

Ad type: Full page ad \$875

Artwork specifications: Ad dimensions: 5.5" x 8.5".

Trim size: 6.75" x 10".

Format: Grayscale PDF.

Art deadline: Eight (8) weeks prior to the first of the month of publication.

Frequency and circulation varies by journal.

Advertising Acceptance

SIAM reserves the right to select and edit all material submitted for publication.

Ad Agency and/or Frequency Discount: _____

Subtotal: _____

Total Amount Due: _____

Payment

You may pay by check, credit card, or wire transfer.

Check made payable to SIAM.

Credit Card Wire Transfer

Signature: _____

Phone number: _____

Email Address: _____

Please return this form to marketing@siam.org. If you wish to pay with credit card or wire transfer, include your phone number and email address and SIAM Customer Service will contact you to process payment.