

## 2015 International Annual Meetings Program

www.acsmeetings.org



This exciting publication will be distributed onsite to registered attendees at the International Annual Meeting on November 15–18 in Minneapolis, MN. The Program represents an opportunity for exhibitors and sponsors to reach their target audience of buyers and those that influence buying decisions.

This meeting has been held for over 100 years! Our attendees include research scientists in crops and soils, professional agronomists, university professors as well as undergraduate and graduate students.

As a full-sized publication, the Program is easy to use since the ad sizes are the same as our standard publications. With all the latest information on meeting times, speakers, special events, floor plans and travel information, the Program will be used and appreciated by attendees who will reference it time and time again throughout the entire event and will likely retain it as a resource back at the office.

So, don't miss your chance to advertise in the ONLY publication distributed to registered attendees. Put your message literally in their hands!

### Ad Costs for color

Cover 2 – \$2000

Cover 3 – \$1500

Cover 4 – \$2800

Daily Tabs\* – \$2500

*\*includes Smart Phone App Placement*

### Ad Costs for black & white

Full-page – \$1000

1/2 Page – \$500

### Deadlines

**Space:** August 7, 2015

**Materials:** August 28, 2015

### To reserve space:

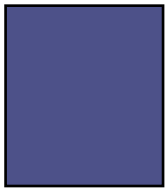
More information is available 24/7 on our Web site at [www.acsmeetings.org](http://www.acsmeetings.org)

ASA-CSSA-SSSA

Meetings Program



## Annual Meetings Program Ad Sizes

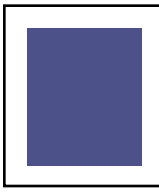


**Bleed page**

8.5 x 11 in

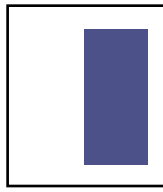
*Trim Size*

8.25 x 10.75 in



**Full page**

7.375 x 9.875 in



**½ page vert.**

3.521 x 9.542 in



**½ page hor.**

7.208 x 4.75 in

*Live area of bleed page ads is (7.875 x 10.373 in).*

*Place all graphics/text at least 18 pt (.25 in) from the page edge.*

## Mechanicals

- All ads are subject to the publisher's approval.
- Bleed page size is 8.5 x 11 in). Trim size is (8.25 x 10.75 in). Bleeds should extend 9 pt (1/8 in) beyond the page edge.
- Live area is (7.875 x 10.373 in). Place all graphics/text at least 18 pt (.25 in) from the page (trim size) edge.
- Recognized advertising agencies receive a 15% commission on display ads
- Please submit all display ads as a **print-ready PDF file:**
  - Embed all fonts
  - 600 dpi or higher
  - CMYK colors only (covers and tabs)
  - All text ads black and white only

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## File Delivery

Call: 608-273-8080