

Phytopathology News

Preconvention Issue • July 2002

**Closing dates: Orders - May 25, 2002
Materials - June 1, 2002**

This issue features an annual meeting preview of the exhibitors and the technical program. Your ad will help direct them to your booth at the APS Annual Meeting.

Don't miss out on reaching your important APS customers. *Phytopathology News* is received by every member of APS, and relied on for the valuable information pertaining to the Society's members and activities. Place your advertising order today!

Complete and mail this form to guarantee your ad in this special issue of *Phytopathology News*.

Please reserve:

- Full Page
Bleed: _____ yes
 _____ no
- 2/3 Page—vertical
- 1/2 Page—horizontal
- 1/3 Page—vertical
- 1/3 Page—horizontal
- Black/White
- Second Color/Black plus:
 - Matched
(PMS# _____)
 - Process (circle all that apply)
cyan magenta yellow

Materials:

- Repeat Ad
Issue

(month) (year)
- New materials to come

See reverse side for advertising rates and additional information.

Space reservation authorized by:

Name _____
Company _____
Address _____
City/State/Zip or Postal Code _____
Country _____
Telephone _____
Fax _____
 Invoice company
 Invoice ad agency
Agency Name _____
Contact Person _____
Telephone _____
Fax _____
E-mail _____
Address _____
City/State/Zip or Postal Code _____
Country _____

Questions?

Contact Rhonda Wilkie at APS Headquarters: +1.651.994.3820.

Send this form or an insertion order to:

Rhonda Wilkie, Advertising & Exhibit Sales Representative
Phytopathology News
American Phytopathological Society
3340 Pilot Knob Road, St. Paul, MN 55121-2097, U.S.A.
Telephone: +1.651.994.3820 • Fax: +1.651.454.0766
E-mail: rwilkie@scisoc.org

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Accepted for _____
By: _____ Date: _____
Rhonda Wilkie
Materials: To come _____ Received _____ Repeat _____
Rate: _____ Cost per insertion: \$ _____

2002 Advertising Rates

	1X	3X	6X
1 pg black & white	995	950	890
2/3 black and white vertical	880	840	815
1/2 black and white horizontal	655	615	580
1/3 black and white vertical or horizontal	560	525	495
Rate for second color +\$275			

Printing Material Requirements:

Electronic

Files: MacIntosh format. Quark Xpress, Adobe Photoshop, Adobe Illustrator.
Resolution: 266 dpi minimum.
Note: All fonts and a hard copy of the ad must be supplied with electronic files.

Negatives: Right reading, emulsion side down

Halftones: 133 line screen maximum

Two Color: Supply film and proof. If matched color, specify PMS number.

Black & White: Supply film and proof.

Mechanical Information:

Printing: Sheet fed offset

Stock: Printed on 60 lb. uncoated

Binding: Saddle-stitched

General Information:

Publishers Service: Printing production services are cost +15%. Copy, typesetting, and/or layout is billed at cost + 15%, \$75 minimum. Typeset and strip-in line change is billed at \$75.

Commission and

Cash Discount: There is a 15% discount applied to recognized agencies if invoice is paid within 30 days. Sorry, no cash discounts. Invoice issued on publication date.

Film Storage: Advertising materials are kept on file for one year.

Circulation

Information: *Phytopathology News* mails to all APS members, with an average of nearly 5,000 readers per month.

General Policy:

Advertisers and advertising agencies are responsible for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse such advertising as they deem inappropriate for *Phytopathology News*.