



## **SCIENCE EDITOR**

### **2011-2012 Ad Placement Agreement**

#### **Council of Science Editors**

10200 West 44<sup>th</sup> Avenue, Suite 304

Wheat Ridge, CO 80033

P: 720.881.6046 F: 303.422.8894

Email: [CSE@CouncilScienceEditors.org](mailto:CSE@CouncilScienceEditors.org)

**Science Editor** is the official publication of the Council of Science Editors, Inc., an international organization of scholarly and technical editors. The quarterly journal is read by nearly 1,000 U.S. and international members and their colleagues. Readers include editors-in-chief, managing editors, and manuscript editors at journals; freelance editors, writers working directly with scientists and physicians; book editors; and others involved in scientific writing, editing, and publishing. *Science Editor* is an ideal forum for your marketing message.

**Advertising Policy:** All advertising is subject to publisher's approval. The publisher reserves the right to reject or cancel any ad. Publisher's liability is to the direct cost of the advertisement. Publication of any ad is not an endorsement of the advertiser's product or service.

**Please Note:** Please submit high resolution files electronically. We accept .eps, .tif, and .pdf formats. Please contact Allison Mendrys, Account Manager at 720.881.6046 or [amendrys@resourcenter.com](mailto:amendrys@resourcenter.com) for full specifications, or if you are unable to submit an electronic file. Digital files not meeting specifications will incur additional charges.

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please Select One :  CSE Member  Non-Member

Name of CSE Member : \_\_\_\_\_

#### **AD PLACEMENT (check all that apply)**

- July-September 2011 (Due by June 8, 2011)
- October-December 2011 (Due by August 8, 2011)
- January-March 2012 (Due by October 10, 2011)
- April-June 2012 (Due by January 9, 2012)
- July-September 2012 (Due by April 6, 2012)
- October-December 2012 (Due by July 9, 2012)

#### **AD SIZES & SPECIFICATIONS**

- Full Page 7 3/8" X 9 7/8"
- ½ Page 7 3/8" X 4 7/8"
- ¼ Page 3 5/8" X 4 7/8"
- Inside Front Coverfull bleed 8 3/8" X 10 7/8"

For all advertising questions, please contact Allison Mendrys, CSE Account Manager, at 720.881.6046, or via email at [amendrys@resourcenter.com](mailto:amendrys@resourcenter.com)

### ADVERTISING RATES (CSE MEMBERS)

<u>Black &amp; White Ads</u>	1x Per Insertion	2x Per Insertion	3x Per Insertion	4x Per Insertion
Full Page	<input type="checkbox"/> \$415	<input type="checkbox"/> \$385	<input type="checkbox"/> \$355	<input type="checkbox"/> \$325
½ Page	<input type="checkbox"/> \$330	<input type="checkbox"/> \$300	<input type="checkbox"/> \$270	<input type="checkbox"/> \$240
¼ Page	<input type="checkbox"/> \$240	<input type="checkbox"/> \$210	<input type="checkbox"/> \$180	<input type="checkbox"/> \$150
Inside Front Cover	Only available for full color advertisements.			

<u>Full Color Ads</u>	1x Per Insertion	2x Per Insertion	3x Per Insertion	4x Per Insertion
Full Page	<input type="checkbox"/> \$905	<input type="checkbox"/> \$865	<input type="checkbox"/> \$825	<input type="checkbox"/> \$745
½ Page	<input type="checkbox"/> \$775	<input type="checkbox"/> \$735	<input type="checkbox"/> \$695	<input type="checkbox"/> \$655
¼ Page	Only available for black and white advertisements.			
Inside Front Cover	<input type="checkbox"/> \$1,020	<input type="checkbox"/> \$980	<input type="checkbox"/> \$940	<input type="checkbox"/> \$900

### ADVERTISING RATES (NON-MEMBERS)

<u>Black &amp; White Ads</u>	1x Per Insertion	2x Per Insertion	3x Per Insertion	4x Per Insertion
Full Page	<input type="checkbox"/> \$465	<input type="checkbox"/> \$435	<input type="checkbox"/> \$405	<input type="checkbox"/> \$375
½ Page	<input type="checkbox"/> \$380	<input type="checkbox"/> \$350	<input type="checkbox"/> \$320	<input type="checkbox"/> \$290
¼ Page	<input type="checkbox"/> \$290	<input type="checkbox"/> \$260	<input type="checkbox"/> \$230	<input type="checkbox"/> \$200
Inside Front Cover	Only available for full color advertisements.			

<u>Full Color Ads</u>	1x Per Insertion	2x Per Insertion	3x Per Insertion	4x Per Insertion
Full Page	<input type="checkbox"/> \$955	<input type="checkbox"/> \$915	<input type="checkbox"/> \$875	<input type="checkbox"/> \$795
½ Page	<input type="checkbox"/> \$825	<input type="checkbox"/> \$785	<input type="checkbox"/> \$745	<input type="checkbox"/> \$705
¼ Page	Only available for black and white advertisements.			
Inside Front Cover	<input type="checkbox"/> \$1,070	<input type="checkbox"/> \$1,030	<input type="checkbox"/> \$990	<input type="checkbox"/> \$950

### ADVERTISING CHARGES

CSE Member Rate: \$ \_\_\_\_\_ X \_\_\_\_\_ Issues

Non-Member Rate: \$ \_\_\_\_\_ X \_\_\_\_\_ Issues

**Total Cost:** \$ \_\_\_\_\_

### FORM OF PAYMENT

Option 1: Total Amount Due Enclosed

Option 2: Each Ad to be Billed Separately  
(payment processed on ad copy deadline)

*Please make check payable in U.S. dollars to CSE and mail to:*

Council of Science Editors

Attention: Allison Mendrys, Account Manager

10200 W. 44<sup>th</sup> Avenue, Suite 304

Wheat Ridge, CO 80033

Check

Visa

Discover

MasterCard

AMEX

Credit Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

For all advertising questions, please contact Allison Mendrys, CSE Account Manager, at 720.881.6046, or via email at [amendrys@resourcenter.com](mailto:amendrys@resourcenter.com)