



## **SCIENCE EDITOR**

### **2010 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

**Science Editor** is the official publication of the Council of Science Editors, Inc., an international organization of scholarly and technical editors. The bimonthly journal is read by more than 1,500 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 files electronically. We accept .eps, .tif, and .pdf formats. Please contact Jeannine Broker, Advertising Coordinator at 720.881.6046 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 :  Member  Non-Member

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

**For all advertising questions, please contact Jeannine Broker, CSE Advertising Coordinator, at 720.881.6046, or via email at [jbroker@resourcenter.com](mailto:jbroker@resourcenter.com)**

**ADVERTISING RATES** (15% Discount for 6 consecutive placements).

<u>Member Rate</u>	<b>1 Placement Black &amp; White</b>	<b>6 Issue Discount Black &amp; White</b>	<b>1 Placement Color</b>	<b>6 Issue Discount Color</b>
Full Page	\$325.00	\$276.25	\$825.00	\$701.25
½ Page	\$225.00	\$191.25	\$725.00	\$616.25
¼ Page	\$125.00	\$106.25	Not Available	Not Available
Inside Front Cover	\$475.00	\$403.75	\$975.00	\$828.75
Inside Back Cover	\$450.00	\$382.50	\$950.00	\$807.50
<u>Non-Member Rate</u>	<b>1 Placement Black &amp; White</b>	<b>6 Issue Discount Black &amp; White</b>	<b>1 Placement Color</b>	<b>6 Issue Discount Color</b>
Full Page	\$375.00	\$318.75	\$875.00	\$743.75
½ Page	\$275.00	\$233.75	\$775.00	\$658.75
¼ Page	\$175.00	\$148.75	Not Available	Not Available
Inside Front Cover	\$525.00	\$446.25	\$1,025.00	\$871.25
Inside Back Cover	\$500.00	\$425.00	\$1,000.00	\$850.00

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

**AD SIZE**

<input type="checkbox"/> January/February 2010 (Due by September 9, 2009)	<input type="checkbox"/> Full Page	7 3/8" X 9 7/8"
<input type="checkbox"/> March/April 2010 (Due by November 4, 2009)	<input type="checkbox"/> Inside Front Cover	full bleed 8 3/8" X 10 7/8"
<input type="checkbox"/> May/June 2010 (Due by January 16, 2010)	<input type="checkbox"/> Inside Back Cover	full bleed 8 3/8" X 10 7/8"
<input type="checkbox"/> July/August 2010 (Due by March 3, 2010)	<input type="checkbox"/> ½ Page	7 3/8" X 4 7/8"
<input type="checkbox"/> September/October 2010 (Due by May 20, 2010)	<input type="checkbox"/> ¼ Page	3 5/8" X 4 7/8"
<input type="checkbox"/> November/December 2010 (Due by July 15, 2010)	<b>Color or Black and White</b>	
<input type="checkbox"/> January/February 2011 (Due by September 9, 2010)	<input type="checkbox"/> Color	<input type="checkbox"/> Black & White

**ADVERTISING CHARGES**

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

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

Council of Science Editors

Attention: Jeannine Broker, Advertising Coordinator

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

Wheat Ridge, CO 80033

Check

Visa

Discover

MasterCard

AMEX

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

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

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

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

**For all advertising questions, please contact Jeannine Broker, CSE Advertising Coordinator, at 720.881.6046, or via email at [jbroker@resourcenter.com](mailto:jbroker@resourcenter.com)**