

## Advertising/Marketing Order Form

### Company Information

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_

*By submitting this form, you agree to the Advertising Terms and Conditions listed below.*

### Marketing Annual Meeting

- Charging Station\*\* ..... \$1,750
- Meeting Pens\* ..... \$3,500
- Meeting Notepads\* ..... \$5,000
- Badge Lanyards\* ..... \$10,000
- Attendee Bags\*\* ..... \$12,000
- Hotel Room Key Cards\* ..... \$10,000
- Escalator Clings\* ..... \$5,000

\* Opportunity fee does not include production cost.

\*\* Includes the cost of production.

### Past Presidents' 5K Fun Run/Walk

- Level 1 Premiere Supporter ..... \$1,000
- Level 2 Supporter ..... \$500
- Water Station ..... \$150
- Post-Race Snack ..... \$200

### Mailing List Rental

- Pre-Registered Attendee Mailing List ..... \$1,000
- SOT Membership Mailing List ..... \$1,000

[Download the Attendee Mailing List Order Form](#)

[Download the Membership Mailing List Order Form](#)

### Advertising Annual Meeting

#### Digital

- SOT Mobile App Banner Ad - \$1,500
- WiFi Welcome Page Banner Ad - \$1,250
- ToxExpo Website and Floor Plan Banner Ad - \$500

#### Communiqué

##### Special Issue – Online

- Banner Ad - \$395 (250px w x 250px h)
- Banner Ad - \$395 (650px w x 75px h)
- Advertorial Ad - \$775

#### ToxExpo Online

##### Exhibitor Profile Enhancements

- Deluxe Profile Package - \$90
- Premium Profile Package - \$175
- Superior Profile Package - \$225

#### Upgrades

- 1 Add Product Category - \$35
- 3 Add Product Categories - \$90
- 5 Add Product Categories - \$125
- 1 Add Press Release - \$50
- Company Logo - \$50

#### Print

##### Preliminary Program

- Half Page Ad - Vertical - \$525
- Half Page Ad - Horizontal - \$525
- Full Page Ad - \$1,045

##### ToxExpo Directory

- Half Page Ad - Vertical - \$525
- Half Page Ad - Horizontal - \$525
- Full Page Ad - \$1,045
- Inside Front Cover Ad - \$1,200
- Inside Back Cover Ad - \$1,200
- Back Cover Ad - \$1,500

#### Communiqué

##### Special Issue – Printed

- Half Page Ad - Horizontal - \$475
- Half Page Ad - Vertical - \$475
- Full Page Ad - \$950

#### Advertising Packages

- Print Package ..... \$2,880
  - 1 printed full-pg ad in Preliminary Program, Communiqué or ToxExpo Directory
  - 1 Exhibitor Hosted Session (must apply for session)
  - Attendee Mailing List
- Digital Package ..... \$1,818
  - 1 ad on the Mobile App or WiFi Welcome Page
  - 5 additional product categories
  - 1 banner ad in the Digital Communiqué

If you are purchasing a digital ad, please indicate the URL your ad will link to:



### Advertising Terms and Conditions

- Ad payments are not commissionable. Agencies are requested to mark up net rates. All advertising rates are net. Contracts must be completed, signed, and received by the closing date with payment.
- Cancellations or order changes are not accepted after the closing date. Cancellations prior to the closing date must be received in writing.
- Should timely payments not be made as stated, the SOT may reject advertising copy and/or immediately cancel the advertiser's contract and the advertiser agrees to indemnify SOT for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees.
- If an advertising agency places an order on behalf of an advertiser, such agency warrants and represents that it has authority to place such order. The advertiser and its agency each agree to be jointly and severally liable for charges for ads placed.

- Advertising material specifications will remain as listed in this form.
- SOT shall have full positioning latitude on all advertisements other than paid guaranteed positions.
- SOT will not be liable for typographical errors, incorrect insertions, incorrect positions or omissions in advertising or incorrect artwork. Every effort will be made to ensure correct positioning and artwork.
- Forwarding of an insertion order is construed as an acceptance of all published rates and conditions, and such order when accepted by SOT constitutes a contract.
- All contracts are conditional on strikes, fires, acts of God or the public enemy, war or any cause not subject to the control of SOT, excluding the advertiser's failure or inability to perform.
- Advertiser and agency agree that any advertisement published in SOT publications is and remains the property of SOT, and it may be used by the SOT in all media, whether now in existence or hereafter developed, in which the issue containing the ad is published, reproduced, displayed,

- distributed, or transmitted in whole or in part. Advertisers cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of SOT.
- All advertising placed in an SOT publication is done so using the rates in effect on issue date, regardless of previous rate quotations.
- All advertising must be relevant to the field of toxicology and is subject to approval by SOT.
- These terms and conditions shall govern the relationship between the SOT and the advertisers and/or agency. Unless expressly agreed to in writing by the SOT, no other terms or conditions in contracts, orders, copy instructions or otherwise shall be binding on SOT.
- SOT's promotional policy allows toxicology-related "sister-societies" to raise awareness about their meetings and journal subscriptions via the SOT website.
- SOT cannot accept advertisements that promote journals, awards, membership recruitment, or other advertisements that compete with SOT's programs and resources.**

### Total Cost of Your Order:

\$ \_\_\_\_\_

You will be invoiced for the order upon receipt.

**Email, Mail, or Fax Order to:**

SOT Headquarters ATTN: Tonja Morrow  
1821 Michael Faraday Drive, Suite 300, Reston, VA 20190

**Email:** [tmorrow@toxicology.org](mailto:tmorrow@toxicology.org)

**Tel:** 703.438.3115 • **Fax:** 703.438.3113

## SOT Advertising Specifications and Rates For Digital & Print

Digital Ad	Type	Dimension	Cost	Colors	Format	Artwork Deadline
<b>SOT Mobile App</b>	Portrait and Landscape	640 px wide x 160 px high, and 680 px wide x 80 px high at 72 ppi	\$1,500	RGB	PNG	Jan 1 until Mar 9 — Mobile App scheduled to launch Feb 10.
<b>WiFi Welcome Page</b>	Banner Ad	775 px wide x 440 px high at 72 ppi	\$1,250	RGB	JPG	Feb 15
<b>ToxExpo Website and Floor Plan</b>	Banner Ad	205 px wide x 60 px high at 72 ppi	\$500	RGB	JPG or GIF	On-going
<b>SOT Communiqué Newsletter Special Issue-Online</b>	Banner Ad	250 px wide x 250 px high OR 650 px wide x 75 px high at 72 ppi	\$395	RGB	JPG or GIF	Summer-Fall August 3  Winter October 5
	Advertorial Ad	650 px wide x 450 px high at 72 ppi	\$775			Special Issue January 15
<b>Employer Ad in SOT Communiqué Newsletter</b>	Text		\$400 <small>1<sup>st</sup> 100 wrds \$1 ea. add wrd</small>	RGB	DOC or TXT	

Print Ad	Type	Dimension	Cost	Colors	Format	Artwork Deadline
<b>Preliminary Program</b>	Half Page Vertical	3.5" x 9.5"	\$525	4 Color Process	PDF, EPS, TIF	Oct 30
	Half Page Horizontal	7" x 4.5"	\$525			
	Full Page	7" x 9.5"	\$1,045			
<b>ToxExpo Directory</b>	Half Page Vertical	3.5" x 9.5"	\$525	4 Color Process	PDF, EPS, TIF	Jan 8
	Half Page Horizontal	7" x 4.5"	\$525			
	Full Page	7" x 9.5"	\$1,045			
	Inside Front Cover or Inside Back Cover	7" x 9.5"	\$1,200			
	Back Cover	7" x 9.5"	\$1,500			
<b>SOT Communiqué Newsletter Special Issue - Printed</b>	Half Page Vertical	3.5" x 9.5"	\$475	PMS 286 and/or black		Jan 15
	Half Page Horizontal	7" x 4.5"	\$475			
	Full Page	7" x 9.5"	\$950			

## Ad Specs and Color Info

### Digital Ad Specs and Colors

All digital ads are in RGB with a minimum of 72 ppi, URL can be embedded, NO Flash, NO Animation.

### Print Ad Specs and Colors

#### Preliminary Program

Ads are 4 color

#### ToxExpo Directory

Ads are 4 color

#### Communiqué Newsletter Special Issue

Ads can be PMS 286 and/or black

#### Toxicological Sciences

Ads are 4 color or black only

### Acceptable File Formats

#### Ads with One PMS Color or Black Only

**PDF:** Press Quality PDF with fonts embedded, PMS color only or black only

**TIF:** 300 ppi, grayscale

SOT will convert to the PMS color if requested on Order

**PhotoShop EPS:** 300 ppi, PMS color only or black only

**Illustrator EPS:** PMS color only or black only, all fonts must be converted to outline

#### Ads with One PMS Color and Black

**PDF:** Press Quality PDF with fonts embedded, PMS color and black

**PhotoShop EPS:** 300 ppi, PMS color and black

**Illustrator EPS:** PMS color and black, all fonts must be converted to outline

### 4-Color Process

**PDF:** Press Quality PDF with fonts embedded, CMYK file

**PhotoShop TIF:** 300 ppi, CMYK file