

2014 MBAA Media Kit Advertising Order Form

Space Reservation

Company Name *(as it should appear in the Advertisers' Index)*

Website _____

Contact Person _____

Title _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Telephone _____

Fax _____

E-mail _____

Agency Name _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

Payment Options

Invoice Company Invoice Ad Agency

Check made payable to MBAA advertising

(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

Charge my credit card

VISA MasterCard American Express

Card No. _____

Expiration Date (month/year) ____/____

Signature _____

Name of Cardholder _____

Commission and Payment Terms: 15% commission only to recognized agencies if invoice is paid within 30 days of invoice date. Invoiced on publication date. No cash discount. Commission is not allowed on other mechanical charges. All digital ads prepaid before online publication.

Technical Quarterly (Electronic)

1x \$900 3x \$2,100 (\$700/ad) \$ _____
 2x \$1,700 (\$850/ad) 4x \$2,400 (\$600/ad)

Issues

Issue 1
 Issue 2
 Issue 3
 Issue 4

Materials

New Ad (submit by ad material due date)
 Repeat previously published ad from (select one)
 Program Book – Year _____
 Technical Quarterly – Month/Year ____/____

The MBAA Communicator Digital Ad

Horizontal Ad (420 pixels w x 100 pixels h) \$ _____

1 month rate \$500
 3 months rate \$475 (per month)
 6 months rate \$450 (per month)
 12 months rate \$400 (per month)

Vertical Ad (190 pixels w x 250 pixels h) \$ _____

1 month rate \$500
 3 months rate \$475 (per month)
 6 months rate \$450 (per month)
 12 months rate \$400 (per month)

Materials

Repeat from *The MBAA Communicator* Month/Year _____
 We will send artwork.
 Our agency will send materials and insertion order.

The MBAA Communicator Total \$ _____

Homepage Digital Ad

1 month rate \$500 Month/Year _____

3 months rate \$475 (per month)
 6 months rate \$450 (per month)
 12 months rate \$400 (per month)

Materials

Repeat ad previously posted.
 We will send artwork.
 Our agency will send materials and insertion order.

Home Page Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company's intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (printed) _____

Signature _____

Return to:
 Cindy Anderson, MBAA Sales Director
 MBAA, 3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.
 canderson@scisoc.org • Phone: +1.651.994.3848

2014 Advertising Mechanicals

Technical Quarterly

Circulation: Approximately 2,375
Format: Online Page-turn Journal

Editorial Calendar

Issue	Order Close Date	Materials Due Date	Publication Mail Date
#1	2/14/14	2/18/14	3/10/14
#2	5/16/14	5/20/14	6/9/14
#3	8/22/14	8/26/14	9/15/14
#4	11/14/14	11/18/14	12/8/14

Ad Size

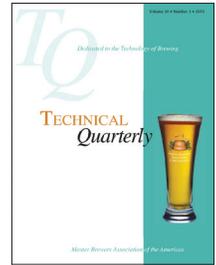
Space	Width	Depth
Full page	8.5"	11"

Acceptable File Formats

Medium: CD or e-mail
Platform: MacIntosh or PC
Software: Adobe InDesign, Illustrator CS, Photoshop CS
Format: PDF

Resolution: minimum 200 dpi

- Embed fonts and flatten all transparencies.
- To be searchable, text must be selectable. Selectable web and e-mail addresses in the copy will be linked.
- The file should not contain hidden layers, masked text, or bleed, gutter, or crop marks.
- Files must be set up at 100% of output size.
- Media files provided in other programs or any other work required to complete the ad will be subject to production charges.



The MBAA Communicator

Circulation: Approximately 2,500
Format: e-Newsletter

Editorial Calendar

Ad Close Date: Last Tuesday of each month.
Ad Materials Due Date: Last Tuesday of each month.
E-mail Date: First Tuesday of each month.

Ad Sizes

Navigation Panel Ad: 190 pixels wide x 250 pixels high
News Panel Ad: 420 pixels wide x 100 pixels high

Acceptable File Formats

Medium: CD or e-mail
Format: jpg, png, or gif (non-animated)
Resolution: 72 dpi

Your Ad Here.
420 pixels w x 100 pixels h
News panel



Your Ad Here.
190 pixels w x 250 pixels h
Navigation panel

Home Page

Format: Online Homepage

Homepage ads will be placed online by the first of the month. Ads should be received by the 15 of the preceding month.

Ad Size: 200 pixels wide x 245 pixels high

Acceptable File Formats

Medium: CD or e-mail
Format: jpg, png, or gif (non-animated)
Resolution: 72 dpi



Your Ad Here.
200 pixels wide x 245 pixels high

Your Ad Here.
200 pixels w x 215 pixels h

General Information—Production Services: Production changes or services are billed at \$100 minimum. Invoice is issued on publication date. **Advertising Material Storage:** Electronic files will be held for one year after print and then discarded unless requested to be returned. **General Policy:** Advertisers and advertising agencies are responsible for all content of advertisements printed and assume responsibility for any claims made against the publisher due to the ad content. The publisher reserves the right to refuse such advertising as they deem inappropriate.