

Marketing/Advertising 2018 Order Form

Organization Information

Organization Name

Contact Person

Telephone

Fax

Email

Authorized Signature

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

Advertising 2018 Annual Meeting

Digital

- ☐ SOT Mobile Event App Banner Ad \$1,500
☐ Wi-Fi Welcome Page Banner Ad \$1,250
☐ ToxExpo Website and Floor Plan Banner Ad \$750

ToxExpo Online Profile Upgrades

- ☐ 1 Additional Product Category (QTY ____) \$35
☐ 3 Additional Product Categories (QTY ____) \$90
☐ 5 Additional Product Categories (QTY ____) \$125
☐ 1 Additional Press Release (QTY ____) \$50
☐ 100 Additional Characters (QTY ____) \$50

If you are purchasing a digital ad, please indicate the URL to which your ad should be linked:



Print

Preliminary Program (Four Color)

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

Program (Black Only)

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

Marketing

2018 Annual Meeting

- ☐ Exhibit Hall Pocket Map** \$6,000
☐ Power Bar** \$8,000
☐ Attendee Bags** \$12,000
☐ Meeting Pens* \$1,500
☐ Meeting Notepads* \$5,000
☐ Badge Lanyards* \$10,000
☐ Hotel Room Key Cards* Custom Pricing
☐ Staircase Cling* \$3,000
☐ Escalator Clings* (3 opportunities) \$3,000
☐ Charging Station—Foyer** (2 opportunities) \$1,750
☐ Charging Station—Lobby* (2 opportunities) \$2,000
☐ Past Presidents' 5K Fun Run/Walk \$3,000

* Opportunity fee does not include production cost.

** Includes the cost of production.

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](#)

More Advertising Options

**To place SOT Job Bank and Employer Ads
in the SOT Communiqué blog, contact:**

Email: marcia@toxicology.org

**To advertise in Toxicological Sciences,
SOT's official journal, please contact:**

Angela Joines, Oxford University Press

Mobile: 919.432.2610 | Telephone: 919.677.0977 Ext. 5190

Email: angela.joines@oup.com

Total Cost of Your Order:

\$

You will be invoiced for the order upon receipt.

Advertising Terms and Conditions

- Ad payments are not commissionable. Agencies are requested to mark up net rates. All advertising rates are net. Order form must be completed and signed.
- Cancellations or order changes cannot be accepted after receipt of completed form.
- Should timely payments not be made as stated, 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 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 SOT and the advertisers and/or agency. Unless expressly agreed to in writing by 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.

Email, Mail, or Fax Order to:

SOT Headquarters ATTN: Tonja Morrow
11190 Sunrise Valley Drive, Suite 300, Reston, VA 20191

Email: 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 |
|---|------------------------|--|---|--------|------------|---|
| SOT Mobile Event App | 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 3 until Mar 6 — Mobile Event App launches in February. |
| Wi-Fi Welcome Page | Banner Ad | 775 px wide x 440 px high at 72 ppi | \$1,250 | RGB | JPG | Feb 15 |
| ToxExpo Website and Floor Plan | Banner Ad | 205 px wide x 60 px high at 72 ppi | \$750 | RGB | JPG or GIF | On-going |
| Employer Ad in SOT Communiqué Blog | Text | | \$400 <small>1st 100 wrds \$1 ea. add wrd</small> | RGB | DOC or TXT | On-going |

| Print Ad | Type | Dimension | Cost | Colors | Format | Artwork Deadline |
|----------------------------|----------------------|---------------|---------|--------------------|---------------|------------------|
| Preliminary Program | Half-Page Vertical | 3.5" x 9.5" | \$525 | Four-Color Process | PDF, EPS, TIF | Nov 1 |
| | Half-Page Horizontal | 7" x 4.5" | \$525 | | | |
| | Full Page | 7" x 9.5" | \$1,045 | | | |
| Program | Half-Page Vertical | 3.125" x 9.5" | \$525 | Black Only | PDF, EPS, TIF | Jan 15 |
| | Half-Page Horizontal | 6.75" x 4.5" | \$525 | | | |
| | Full Page | 6.75" x 9.5" | \$1,045 | | | |

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 four color.

Program

Ads are black only.

Toxicological Sciences

Ads are four color or black only.

Acceptable File Formats

Four-Color Process

PDF: Press-quality PDF with fonts embedded, CMYK file

PhotoShop TIF: 300 ppi, CMYK file

Ads with Black Only

PDF: Press-quality PDF with fonts embedded, black only

TIF: 300 ppi, grayscale

PhotoShop EPS: 300 ppi, black only

Illustrator EPS: Black only, all fonts must be converted to outline