



APS Advertising Rate Card

SPACE RESERVATION

Company Name _____

Website _____

Contact Person _____

Title _____

Address _____

City, State or Province _____

Zip/Postal Code/Country _____

Telephone _____

Fax _____

E-mail _____

If Applicable, 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 APS
(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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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 Discover

Card No. _____

Exp. Date ____/____/____ CVV Code _____
month year 3 or 4 digits

Name of Cardholder _____

Payment Terms: Orders will be invoiced as they are received, and full payment is to be made within 30 days of the invoice date. Before any digital ad or logo can be posted, prepayment is required. Please contact **Rachel Alvarado** for more details at +1.651.994.3822 or ralvarado@scisoc.org.

Submit this application to:

Brianna Plank
Director, Business Development
bplank@scisoc.org
+1.651.994.3819

PHYTOPATHOLOGY NEWS (online PDF) Monthly Member Newsletter

	Non-Member Rates*		
	1x	3x	6x
Full Page	\$550	\$525	\$500
1/2 Page	\$350	\$325	\$300

*APS Sustaining Associate Members receive a 10% discount.

Note: Ad sizes and specifications outlined on next page.

Issue Month _____

Materials

New PDF Repeat from previous month _____

Table of Contents or Landing Page Ad

1 month: \$350	6 months: \$1,650
3 months: \$950	12 months: \$2,700

Month(s) _____

Materials

New digital ad or logo Repeat from month _____

URL _____

Phytopathology News Ad Total \$ _____

APS JOURNALS (print or online)

Phytopathology, Plant Disease, Molecular Plant-Microbe Interactions, and PhytoFrontiers

	1x	3x	6x
Full Page	\$1,600	\$1,400	\$1,200
1/2 Page (Horizontal or Vertical)	\$1,350	\$1,150	\$950

Note: APS Sustaining Associate Members receive a 10% discount.

Journal(s) _____

Month(s) _____

Materials

New Ad Repeat from month _____

For Print-Select: Color Black & White Bleed Non-Bleed

For Online

URL _____

APS Journal Ads Total \$ _____

ADDITIONAL ONLINE OPPORTUNITIES

1 month: \$550	6 months: \$2,700
3 months: \$1,500	12 months: \$4,800

Webpage

Plant Health Meeting Page APS Calendar of Events Page

Month(s) _____

Materials

New digital ad or logo Repeat from month _____

URL _____

Plant Health Meeting Platform

Meeting platform banner ad: \$2,000

Additional Online Opportunities Total \$ _____

EMAIL BLAST

\$3,000

Email Blast Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

APS Mechanical Requirements and Deadlines (DIGITAL)

All artwork files and URL link(s) should be sent to Rachel Alvarado at ralvarado@scisoc.org.

PHYTOPATHOLOGY NEWS

Placement within online newsletter

Deadlines/Dates: Please inquire

Circulation: Nearly 5,000

Format: Full-color PDF

Page Size: 8.5" wide x 11" deep

Ad Sizes:	Width	Height
Full Page	7"	10"
2/3 Page	4.5"	10"
1/2 Page	7"	5"
1/3 Page Vertical	2-1/8"	10"
1/3 Page Horizontal	7"	3"

Ad Specifications:

- 300 dpi resolution
- Embed fonts and flatten all transparencies
- Text must be selectable to be searchable; selectable web and email addresses in the copy will be linked
- File should not contain hidden layers, masked text, bleed, gutter or crop marks
- Files must be set up at 100% size
- Ads submitted as media files provided in other programs or require any other work to complete, will be subject to production charges

Placement on the *Phytopathology News* Landing or Table of Contents page

Format: Digital

Ad Specifications:

- 138 pixels wide x 200 pixels tall
- jpg, png, or gif (non-animated) accepted
- 72 ppi resolution
- 40 kb max file size

Materials Due: 20th of the month prior to the month your ad runs

Note: Ads will go live the first weekday of each month

APS JOURNALS: *Phytopathology*, *Plant Disease*, *Molecular Plant-Microbe Interactions*[®], and *PhytoFrontiers*

Deadlines/Dates: Please inquire

Format: Journal webpage digital ad
(one of the above unless specified otherwise)

Ad Specifications:

- 138 pixels wide x 100 pixels tall
- jpg or png accepted
- 72 ppi

Materials Due: Two weeks prior to the posted online date

Note: Ads will go live on the posted online date

OTHER ONLINE OPPORTUNITIES

- Plant Health Meeting Website
- APS Calendar of Events page

Format: APS website page(s) digital ad

Ad Specifications:

- jpg, png, and gif (non-animated) accepted
- 72 ppi resolution

Plant Health 2019 meeting webpage

- 728 pixels wide x 90 pixels tall

APS Calendar of Events page

- 138 pixels wide x 200 pixels tall

Materials Due Date: 15th of the month prior to the month your ad runs

Note: Ads will go live the first weekday of each month

PLANT HEALTH MEETING PLATFORM

Specifications:

- png or jpg
- Exactly
300 pixels wide x 50 pixels tall
600 pixels wide x 100 pixels tall OR
1200 pixels wide x 200 pixels tall
- File must be under 400kB
- Non-animated

EMAIL BLAST

Specifications:

- Materials needed: html, logo + URL
- Materials due: (1) week prior to email send date

APS CLASSIFIED ADVERTISING

- In the APS Job Center
- In *Phytopathology News**

Format: Job Listing

Ad Specifications:

- ~200 word description
- Job listing will be posted to the Job Center for 90 days
- Job listings *will not* be edited after they are posted

To post your job listing, please submit it to APS at www.apsnet.org/careers. If you have questions, please contact the **APS Placement Coordinator** at APSplacement@scisoc.org or +1.651.454.7250.

***Note:** To include your posting in *Phytopathology News*, you must post it in the Job Center.

APS Mechanical Requirements and Deadlines (PRINT)

All artwork files should be sent to Rhonda Wilkie at ralvarado@scisoc.org.

Print Ad Specifications

When submitting materials for print, please adhere to the following guidelines:

Medium: Press-ready PDF preferred

Platform: Mac/Intosh

Software: Adobe Indesign, Illustrator, and Photoshop

Format: Composite PDF v1.3 (Acrobat 4.0 compatible). If possible, conform to PDF/X-1a. Print quality eps or tif also accepted.

Resolution: 300 dpi

Trim Size (all publications): 8-1/2 inches wide × 11 inches deep

- Four-color ads *must* be set up as CMYK (including all graphics)
- All fonts and graphics must be supplied by advertiser to Publisher
- Files *must* be set up to 100% of final output size, allowing 1/8" bleed for bleed ads. Keep live matter 1/4" from trim edges.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges

APS JOURNALS: *Phytopathology, Plant Disease, and Molecular Plant-Microbe Interactions*[®]

Deadlines/Dates: Please inquire

Journal Ad Sizes	Width	Height
Full Page	7"	9-7/8"
Full Page Bleed*	8-3/4"	11-1/4"