

Program Book Advertising Order Form

Joint Meeting of the American Phytopathological Society,
Mycological Society of America, and Society of Nematologists
August 25 - 29, 2001 • Salt Palace Convention Center • Salt Lake City, Utah

The Meeting Program Book will reach an enthusiastic and captive audience throughout the meeting. The book will be repeatedly referred to by the registrants as their personal guide to technical and social activities. Program Book advertising is available to exhibiting and nonexhibiting companies.



■ Please reserve the following Program Book advertising pages:

Number of pages _____	\$ _____	For office use only
<input type="checkbox"/> Cover 2 or 3 <i>(circle preference)</i>	\$ _____	
<input type="checkbox"/> Back Cover	\$ _____	
<input type="checkbox"/> Other Special Position <i>Please indicate page: _____</i>	\$ _____	
Other	\$ _____	
Total	\$ _____	

■ Materials

- Repeat our ad that ran _____
Year _____
- Our agency will furnish complete artwork and insertion order. (Space charge is commissionable.)
- Please prepare our ad. We have indicated on the page layout (opposite side) how we would like our ad to appear. Please have type set and send us a proof prior to publication. **Additional charge (\$75 minimum)**

Return to:

Rhonda Wilkie, Advertising & Exhibit Sales Representative
The American Phytopathological Society
3340 Pilot Knob Road, St. Paul, MN 55121-2097, U.S.A.
Telephone: +1.651.994.3820 • Fax: +1.651.454.0766
E-mail: rwilkie@scisoc.org

FOR OFFICE USE ONLY
Accepted for APS by _____
Date: _____

Closing Dates

- **May 25** — Advertising Orders for Program Book (and copy if we are to prepare your ad)
- **June 1** — Materials due for Program Book

■ Space reservation authorized by:

Name _____

Title _____

Company _____

Address _____

City/State/Zip or Postal Code _____

Country _____

Telephone _____

Fax _____

Signature _____

E-mail _____

Invoice company
 Invoice ad agency

Agency Name _____

Address _____

City/State/Zip or Postal Code _____

Contact Person _____

Telephone _____

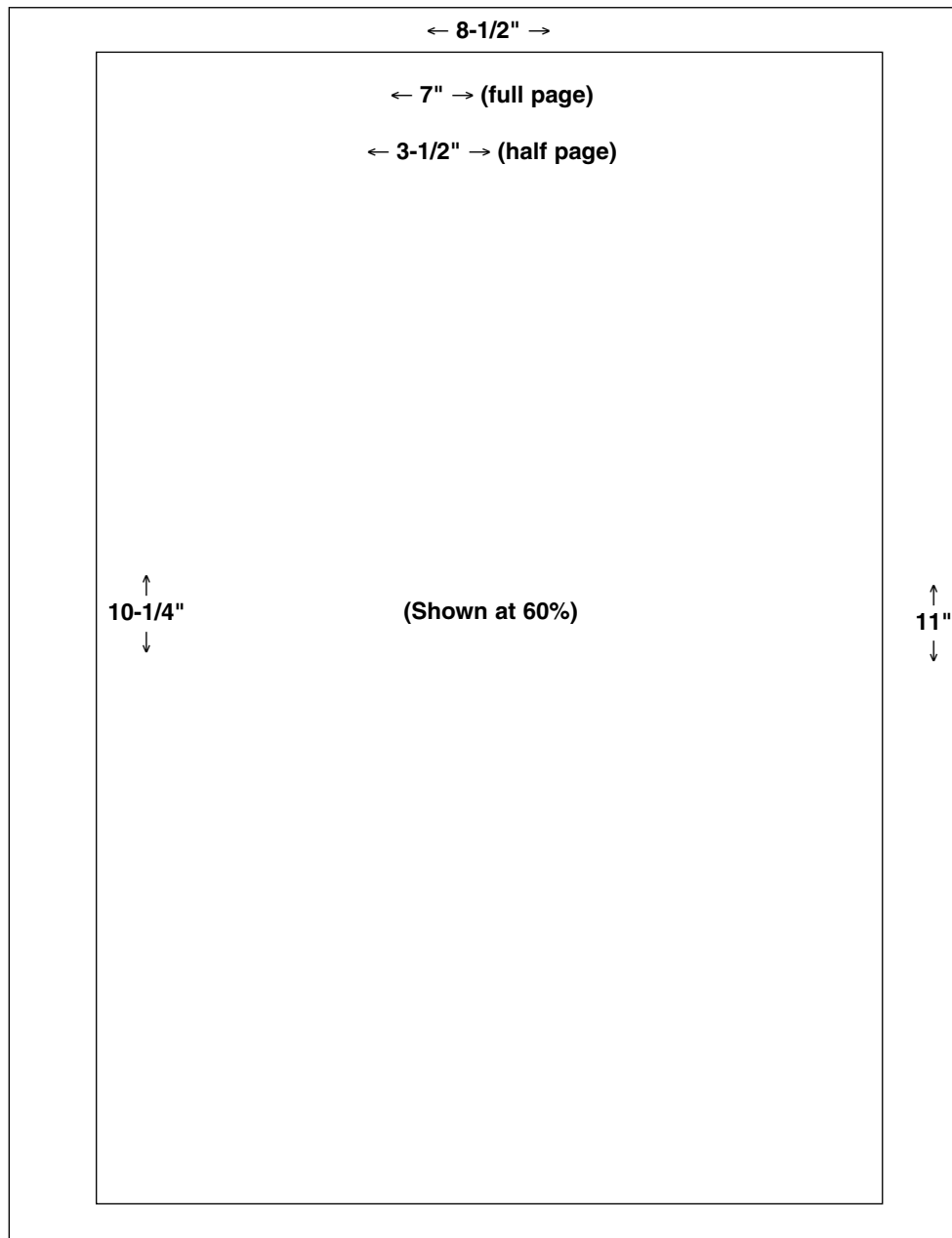
Fax _____

E-mail _____

See reverse side for advertising rates and additional information.

Program Book Advertising Rates

Ad size: Full Page — 7" x 10-1/4" Half Page — 3-1/2" x 10-1/4" Page size: 8-1/2" x 11"		
Regular Full Page \$600 Regular Half Page \$350 Inside Front Cover +\$200 Back Cover +\$200	Other Special Position +\$150 ■ Page facing Table of Contents ■ Page facing General Information ■ Page facing Meeting Map	Typesetting, layout, or other mechanical services, minimum charge \$75 Call for color charges



To request a special position, contact: Rhonda Wilkie at +1.651.994.3820

Indicate on the layout form above how you would like your ad to appear. Attach typewritten copy of text.