

# Program Book Advertising Order Form

Annual Meeting of The American Phytopathological Society  
July 27-31, 2002 • Midwest Express Center • Milwaukee, Wisconsin

The Program Book for the meeting will reach an enthusiastic and captive audience. 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.



## Closing Dates

**May 17** — Advertising Orders for Program Book (and copy if we are to prepare your ad)  
**May 24** — Materials due for Program Book

## Please reserve the following Program Book advertising pages:

Number of pages \_\_\_\_\_ \$ \_\_\_\_\_ For office use only

Cover 2 or 3 \_\_\_\_\_ \$ \_\_\_\_\_  
(circle preference)

Back Cover \_\_\_\_\_ \$ \_\_\_\_\_

Other Special Position \_\_\_\_\_ \$ \_\_\_\_\_  
Please indicate page: \_\_\_\_\_

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](mailto:rwilkie@scisoc.org)

### FOR OFFICE USE ONLY

Accepted for APS by \_\_\_\_\_  
Date: \_\_\_\_\_

## 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/Country \_\_\_\_\_

Zip or Postal Code \_\_\_\_\_

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

Telephone \_\_\_\_\_

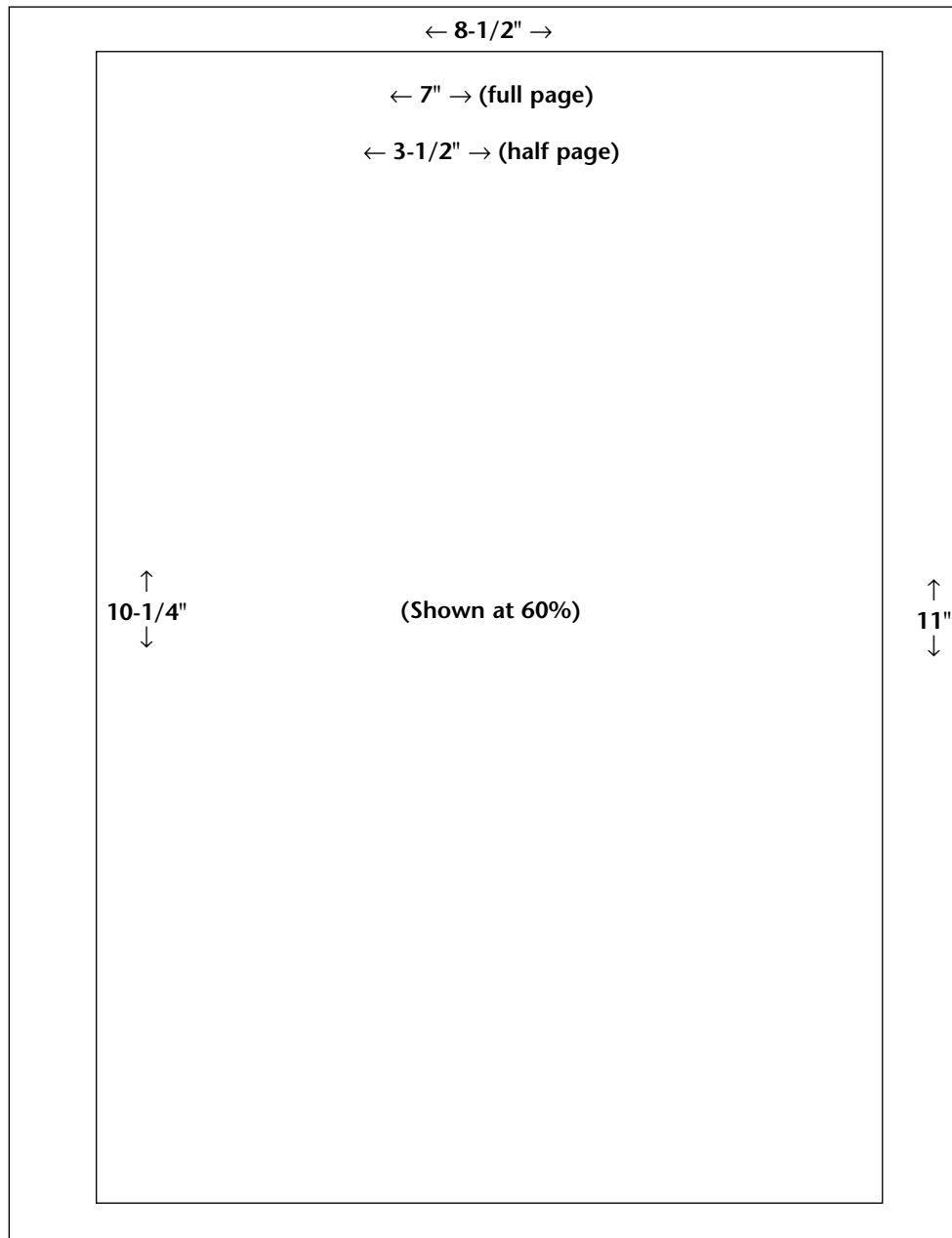
Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**See reverse side for advertising rates and additional information.**

# Program Book Advertising Rates

<b>Ad size:</b> Full Page — 7" x 10-1/4" Half Page — 3-1/2" x 10-1/4"		
<b>Page size:</b> 8-1/2" x 11"		
<b>Regular Full Page</b> \$600	<b>Other Special Position</b> +\$150	<b>Typesetting, layout, or other mechanical services, minimum charge</b> \$75  <b>Call for color charges</b>
<b>Regular Half Page</b> \$350	<ul style="list-style-type: none"> <li>• Page facing General Information</li> <li>• Page facing Program Sessions by Topic</li> <li>• Page facing Meeting Floor Plan</li> </ul>	
<b>Inside Front Cover</b> +\$200		
<b>Back Cover</b> +\$200		



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.