

The news all APS members need to know.

**Phytopathology News**, the APS member newsletter, provides in-depth coverage of APS-related activities, the work of plant pathologists, and issues and events of concern to the plant health community.

**Circulation Information:** The newsletter is distributed to nearly 5,000 members, with the majority receiving an online, full-color, hyper-link embedded PDF version, which is archived on the APS website. Hard-copy black and white print copies are sent to those requesting. Readership surveys indicate members highly value the publication, with 75% reading full issues on a regular basis and sharing with others.



## Advertising Rates\*

|   | 1x      | 3x    | 6x    | 1x    | 3x    | 6x    |
|---|---------|-------|-------|-------|-------|-------|
| 1 page (7"w x 10"h) .....                 | \$1,040 | \$995 | \$930 | \$935 | \$895 | \$835 |
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Trim size of publication is 8.5" x 11"

\* Web feature advertising in the *Phytopathology News* section of the website is also available; see web advertising rates at [www.apsnet.org/publications/Pages/Advertise.aspx](http://www.apsnet.org/publications/Pages/Advertise.aspx) for details.

## 2015 Close Dates

| Issue            | Orders Due | Materials Due | Publication Date |
|------------------|------------|---------------|------------------|
| January          | 10/8/14    | 11/14/14      | 12/22/14         |
| February         | 11/10/14   | 12/15/14      | 1/27/15          |
| March            | 12/8/14    | 1/15/15       | 2/25/15          |
| April            | 1/8/15     | 2/14/15       | 3/26/15          |
| May              | 2/9/15     | 3/14/15       | 4/29/15          |
| June*            | 3/9/15     | 4/15/15       | 5/22/15          |
| July             | 4/8/15     | 5/15/15       | 6/26/15          |
| August/September | 5/8/15     | 6/15/15       | 8/25/15          |
| October**        | 7/8/15     | 8/14/15       | 9/25/15          |
| November         | 8/10/15    | 9/15/15       | 10/26/15         |
| December         | 9/9/15     | 10/15/15      | 11/25/15         |

\*Preconvention Issue for the 2015 APS Annual Meeting

\*\*Postconvention Issue for the 2015 APS Annual Meeting

## Mechanical Requirements

**Printing:** Docutech. **Stock:** Printed on 60 lb. uncoated.  
**Binding:** Saddle-stitched.

### Acceptable File Formats

**Platform:** Macintosh or PC

**Format:** Full-color PDF for online display (color version will be converted to grayscale for print version)

**Resolution:** minimum 266 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.

## General Information

**Publisher's Service:** Printing production services are cost + 15%. Copy, typesetting, and/or layout is billed at cost + 15%, \$75 minimum.  
**Commission and Cash Discount:** There is a 15% discount applied to recognized agencies if invoice is paid within 30 days. Sorry, no cash discounts. Invoice issued on publication date. **General Policy:** Advertisers and advertising agencies are responsible for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse such advertising as they deem inappropriate for *Phytopathology News*.

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