

2017 APS Media Kit



Connect with...

- *Applied Plant Pathologists • Research Plant Pathologists*
- *Molecular Plant Pathologists • Extension Scientists and Agents*
- *IPM Professionals • Ag Educators, Post Docs, and Students*
- *Ag Consultants and Field Reps • Master Gardeners and Outreach Specialists*

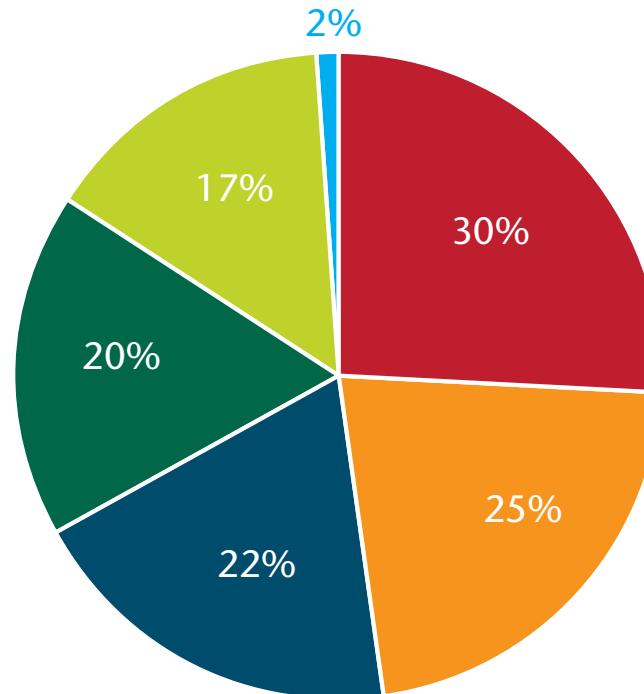
The American Phytopathological Society

APS is the premier society dedicated to high-quality, innovative plant pathology research. For more than a century, members of APS have been making and sharing significant breakthroughs, both for the science and society. APS is driven by distinctive community of scientists, whose energy and commitment ensure the global advancement of this critical science.

APS members represent a broad range of specialties, from pushing frontiers in the accuracy and speed of field diagnosis, to increasing our understanding of plant pathology through laboratory research. Members come from academia, government, industry, and private practice. The diversity of the members and science make the society pertinent to a multitude of research areas, while the international involvement ensures that the latest innovations from around the world are available to all.

Audience Profile –

90% of members who participated in the member survey say that they read *Phytopathology News*.



Crop Production	30%
Diagnostics	25%
Biotech	22%
Chemicals	20%
Consulting	17%
Equipment	2%



Phytopathology News is the APS member monthly newsletter providing in-depth coverage of APS-related activities, the work of plant pathologists, and the issues and events in the plant health community.

Circulation: *Phytopathology News* is distributed to nearly 5,000 members through the online, full-color, hyperlink embedded version, which is archived on APS website.

Print copies sent upon request.



Ad Sizes and Rates (4 color-cmyk)

	1X	3X	6X
1 page (7"w × 10" h)	\$1,040	\$995	\$930
2/3 page vertical (4.5" w × 10"h)	\$920	\$880	\$850
1/2 page horizontal (7"w × 5"h)	\$690	\$650	\$610
1/3 page vertical (2.125"w × 10"h)	\$590	\$555	\$520
1/3 page horizontal (7"w × 3"h)	\$590	\$555	\$520
1/6 page vertical (2.25"w × 5"h)	\$320	\$295	\$265
1/6 page horizontal (4.875"w × 2"h)	\$320	\$295	\$265

Trim size of publication is 8.5" × 11"

APS Sustaining Member Rates

	1X	3X	6X
1X	\$935	\$895	\$835
3X	\$830	\$790	\$765
6X	\$620	\$585	\$545
	\$535	\$500	\$470
	\$535	\$500	\$470
	\$290	\$265	\$235
	\$290	\$265	\$235

2017 Deadline Dates

Issue	Advertising Orders Due	Materials Due	Post to APS website
January	12/1/2016	12/9/2016	12/23/2016
February	12/29/2016	1/6/2017	1/24/2017
March	2/1/2017	2/10/2017	2/24/2017
April	3/1/2017	3/6/2017	3/24/2017
May	4/3/2017	4/7/2017	4/20/2017
June*	5/1/2017	5/9/2017	5/23/2017
July	6/1/2017	6/7/2017	6/23/2017
August/September	6/30/2017	7/6/2017	7/24/2017
October**	9/1/2017	9/7/2017	9/25/2017
November	10/2/2017	10/6/2017	10/23/2017
December	11/1/2017	11/7/2017	11/22/2017

*Preconvention issue for the APS Annual Meeting

**Postconvention issue for the APS Annual Meeting

Acceptable File Formats

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

Resolution: minimum 266 dpi

- Embedded 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.

Printing: Black and white Docutech. **Stock:** Printed on 60 lb. uncoated.

Binding: Saddle-stitched

Phytopathology News Table of Contents Online Digital Ads

Your ad will appear on the Table of Contents online page of *Phytopathology News*. This is the one page that gets the most exposure when readers are looking for specific areas within the online newsletter.

Reserve your digital ad placement for 30-days on this website at the affordable cost of \$500.
Or receive discounts for placing your digital ad for 90-days (\$475 per month), 180-days (\$450 per month), or all year; 365-days (\$400 per month)

Digital Ad size:
138 pixels width × 200 pixels height

Acceptable File Formats
File formats accepted: .jpg, .png, or non-animated .gif
Max file size: 40 kb
Image color mode: RGB.
Image resolution: 72 ppi

When submitting ad materials, please adhere to the following guidelines:

- Ads must be submitted no later than the 20th of the previous month that the newsletter will be posted.
- You must provide the URL for the image and a point-roll tag if applicable



APS Journals receive approximately one million downloads a year!

Make 2017 the year for connecting with the readers of *Phytopathology*, *Plant Disease*, and *MPMI*. For the first time ever, you can have an online presence with a ‘Sponsored By’ logo and link posted on all three APS Journals for a particular month’s issues. Your logo & URL link will be included on all abstract article webpages of those issues for 12-months.

Each of these APS Journals is indexed by ISI Web of Science ensuring a continual flow of impressions.



SPONSORSHIP PACKAGE: 3 for 1 or 1 for 3!

Include your logo along with a link to your preferred landing page to be posted online on all (3) APS Journal issues for one month or on a particular single Journal for three issue months. Your logo & link is posted on each abstract webpage for the particular issue(s), for up to 12-months. **Advertisers inquire about customized advertising packages too!**

				APS Sustaining Member (10% discount)			
1X	3X	6X	12X	1X	3X	6X	12X
\$3,000	\$2,500	\$2,000	\$1,500	\$2,700	\$2,250	\$1,800	\$1,350

Sponsorship Orders Due:

Issue	
January.....	11/10/2016
February.....	12/13/2016
March	1/12/2017
April.....	2/10/2017
May.....	3/10/2017
June.....	4/11/2017
July.....	5/12/2017
August.....	6/9/2017
September	7/13/207
October.....	8/11/2017
November	9/12/2017
December.....	10/12/2017

Logos & Links Due:

Issue	
January.....	11/15/2016
February.....	12/16/2016
March	1/16/2017
April.....	2/14/2017
May.....	3/15/2017
June.....	4/14/2017
July.....	5/16/2017
August.....	6/14/2017
September	7/17/2017
October.....	8/16/2017
November	9/15/2017
December.....	10/17/2017

Acceptable Logo File Formats

Online Digital Logo Size: 138 pixels width x 100 pixels height
Formats: .jpg or .png
Resolution: 72 ppi
 Provide URL link the logo should resolve to when posted online.



(continued on next page)



Phytopathology

Is the international journal that for over 100 years has been considered the premier international archival journal for publication of articles on fundamental research that advances understanding of the nature of plant diseases, the agents that cause them, their spread, the losses they cause, and measures that can be used to control them.

SCHEDULE:

Issue	Posted Online
January.....	12/16/2016
February.....	1/17/2017
March	2/16/2017
April.....	3/16/2017
May.....	4/17/2017
June.....	5/16/2017
July.....	6/16/2017
August.....	7/17/2017
September	8/16/2017
*October	9/18/2017
November	10/17/2017
December.....	11/16/2017

***Special Focus Issue: Epidemiology**



Plant Disease

Is the international journal for reports of original research; for rapid reporting of new diseases and epidemics; for reviews of needs, approaches and accomplishments; and for exchanges of opinions—all with the emphasis on the applied or practical aspects of maintaining and improving plant health.

SCHEDULE:

Issue	Posted Online
January.....	12/14/2016
February.....	1/13/2017
March	2/14/2017
April.....	3/14/2017
May.....	4/13/2017
June.....	5/12/2017
July.....	6/14/2017
August.....	7/13/2017
September	8/14/2017
October.....	9/14/2017
November	10/13/2017
December.....	11/14/2017



Molecular Plant-Microbe Interactions® (MPMI)

Is the groundbreaking journal for publication of original, juried research on the molecular biology and molecular genetics of pathological, symbiotic, and associative interactions of microbes with plants, including plant response. *MPMI* is the member journal of The American Phytopathological Society and the International Society of Molecular Plant-Microbe Interactions.

SCHEDULE:

Issue	Posted Online
January.....	12/12/2016
February.....	1/12/2017
March	2/10/2017
April.....	3/10/2017
May.....	4/11/2017
June.....	5/11/2017
July.....	6/12/2017
August.....	7/11/2017
September	8/11/2017
October.....	9/12/2017
November	10/12/2017
December.....	11/10/2017

Looking for an inexpensive way to get your message out there, or want to combine your other advertising with a spot on one of the website pages?

APS Main *Phytopathology* News Page—This web page provides a brief overview of the current issue of *Phytopathology* News. Most nonmembers will land here first when looking for the most recent issue.



apsnet.org/publications/phytopathologynews

APS Calendar of Events Page—This webpage consists of a list of future events that would be of interest to APS members.



apsnet.org/meetings/meetingcalendar/pages/default.aspx

(continued on next page)

Digital Rates

	30 Days	90 Days	180 Days	365 Days
APS Annual Meeting Page	\$500 per month	475 per month	\$450 per month	\$400 per month
APS Calendar of Events Page	\$500 per month	\$475 per month	\$450 per month	\$400 per month
APS Main <i>Phytopathology News</i> Page	\$500 per month	\$475 per month	\$450 per month	\$400 per month
APS Monthly Issue Table of Contents Landing Page	\$500 per month	\$475 per month	\$450 per month	\$400 per month

If more than one ad is purchased per page, a rotation of ads will occur per impression. There will be no more than 3 ads on the rotation per page.

Orders due: by the 15th of the previous month. **Materials due:** by the 20th of the previous month.

Online Digital Ad Size: 138 pixels width × 200 pixels height. **Format:** .jpg, .png, or non-animated .gif. **Resolution:** 72 ppi

CLASSIFIED ADVERTISING in *Phytopathology News*

You can process your job listing at apsnet.org/careers/jobcenter. Please note: Your online job listing may be edited by newsletter staff to approximately 200 words for the print listing in *Phytopathology News*. Fees for posting online are \$25 member/\$50 nonmember for graduate or post-doc positions and \$200 member/\$250 nonmember for all other positions.

To have your job listing included in *Phytopathology News*, simply select the option on the online form (there is an additional \$55 fee). If you have any questions, contact the APS Placement Coordinator (apsplacement@scisoc.org).



CONTACTS

Advertising Sales

Kelley Lawrence
Kelley@AFassanoCo.com
+1.856.344.3675

Advertising Materials & Billing Inquiries

Debra (Debi) Maines
debra_maines@afassanoco.com
+1.856.302.0890

Become a Sustaining Associate Member and SAVE!

Join now as a Sustaining Associate Member and save 10% on all future ads plus receive:

- ✓ Recognition
- ✓ Technical Information
- ✓ Significant Savings on exhibits, job postings, and more
- ✓ Networking Opportunities

Learn more about Sustaining Associate Memberships.

Advertising Policies:

Printing and production services are cost + 15%. Adding copy, text corrections, and/or layout are billed at cost +15%, with a \$75 minimum.

Commission and Payment Terms:

A 15% commission paid to agencies may apply on all print and digital advertising rates if invoiced, and paid within 30-days of the invoice date. Please contact Debi Maines at debra_maines@afassanoco.com, +1.856.302.0890 for details.

No cash discount. Commission is not allowed on other charges, such as reprints, production costs, conversions, text corrections, or special binding and trimming.

Any advertising agency or third party booking space reservations on behalf of a client must be current in their payment status. If they are not current, APS reserves the right to contact the client to inform them of the delinquent payment status and the potential consequences for both the ad agency and the client.

Cancellations:

Not accepted after published space reservation closing date. All cancellations prior to space closing date must be made in writing and acknowledged by APS. A processing fee of \$150 will be charged.

Protective Clause:

All advertising orders are accepted subject to the terms and provisions of the current editorial calendar. Advertiser and/or advertising agency assumes all liability for content (including, but not limited to, text, illustration, representation, trademarks, labels, or other copyrighted matter) of advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. APS reserves the right to discontinue, omit, or reject any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. All advertising is subject to APS approval. APS reserves the right to reject advertising that is not in keeping with APS standards. APS reserves the right to place the word "Advertisement" with copy that, in APS's opinion, resembles editorial matter. APS is not liable for delays in delivery and/or non-delivery in the events of acts of God, action by any government or quasi-government entity, fire, flood, insurrections, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of APS affecting production or delivery in any manner.

