



2019 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)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 _____ / _____
month year
 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 **Rhonda Wilkie** for more details at +1.651.994.3820 or rwilkie@scisoc.org.

Submit this application to:
 Brianna Plank
 Business Development Manager
bplank@scisoc.org
 +1.651.994.3819

PHYTOPATHOLOGY NEWS (online PDF)

	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, and Molecular Plant-Microbe Interactions

	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 2019 Meeting Page APS Calendar of Events Page

Month(s) _____

Materials

New digital ad or logo Repeat from month _____

URL _____

Additional Online Opportunities Total \$ _____

PLANT HEALTH 2019 PROGRAM BOOK (print – full color only)

	Regular	Special Position
Full Page	\$2,200	\$2,600
Half Page	\$1,600	Not Available

New Program Book ad

Plant Health 2019 Program Book Print Ad Total \$ _____

ADVERTISING GRAND TOTAL \$ _____

2019 APS Mechanical Requirements and Deadlines (DIGITAL)

All artwork files and URL link(s) should be sent to Rhonda Wilkie at rwilkie@scisoc.org.

PHYTOPATHOLOGY NEWS

Placement within online newsletter

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

Phytopathology News Deadlines

Issue	Materials Due	Post to APS Website
January	1/10/19	1/24/19
February	2/7/19	2/21/19
March	3/7/19	3/21/19
April	4/4/19	4/18/19
May	5/2/19	5/16/19
June	6/6/19	6/20/19
July*	7/11/19	7/25/19
August**	8/15/19	8/29/19
September	9/12/19	9/26/19
October	10/10/19	10/24/19
November	11/7/19	11/21/19
December	12/5/19	12/19/19

*Preconvention issue for Plant Health 2019

**Postconvention issue for Plant Health 2019

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*, and *Molecular Plant-Microbe Interactions*[®]

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

2019 APS Journal Schedules

<i>Phytopathology</i>		<i>Plant Disease</i>		<i>Molecular Plant-Microbe Interactions</i> [®]	
Issue	Posted Online	Issue	Posted Online	Issue	Posted Online
January	12/19/18	January	12/17/18	January	12/13/18
February	1/24/19	February	1/16/19	February	1/14/19
March	2/21/19	March	2/18/19	March	2/14/19
April	3/20/19	April	3/18/19	April	3/14/19
May	4/19/19	May	4/16/19	May	4/12/19
June	5/21/19	June	5/16/19	June	5/14/19
July	6/19/19	July	6/17/19	July	6/13/19
August	7/18/19	August	7/16/19	August	7/12/19
September	8/20/19	September	8/16/19	September	8/14/19
October	9/19/19	October	9/17/19	October	9/13/19
November	10/18/19	November	10/16/19	November	10/14/19
December	11/20/19	December	11/18/19	December	11/14/19

OTHER ONLINE OPPORTUNITIES

- Plant Health 2019 meeting webpage
- 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

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 apsnet.org/careers/jobcenter. 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.

2019 APS Mechanical Requirements and Deadlines (PRINT)

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

Print Ad Specifications

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

Medium: Press-ready PDF preferred

Platform: MacIntosh

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*[®]

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

Phytopathology Deadlines

Issue	Materials Due	Mail Date
January	11/19/18	12/20/18
February	12/21/18	1/22/19
March	1/21/19	2/21/19
April	2/20/19	3/21/19
May	3/19/19	4/19/19
June	4/19/19	5/21/19
July	5/20/19	6/20/19
August	6/18/19	7/19/19
September	7/19/19	8/21/19
October	8/19/19	9/20/19
November	9/18/19	10/21/19
December	10/21/19	11/21/19

Plant Disease Deadlines

Issue	Materials Due	Mail Date
January	11/16/18	12/18/18
February	12/17/18	1/17/19
March	1/18/19	2/19/19
April	2/18/19	3/19/19
May	3/15/19	4/17/19
June	4/16/19	5/17/19
July	5/17/19	6/18/19
August	6/16/19	7/17/19
September	7/16/19	8/19/19
October	8/14/19	9/18/19
November	9/16/19	10/17/19
December	10/18/19	11/19/19

Molecular Plant-Microbe Interactions Deadlines

Issue	Materials Due	Mail Date
January	11/13/18	12/14/18
February	12/14/18	1/15/19
March	1/14/19	2/15/19
April	2/14/19	3/15/19
May	3/12/19	4/15/19
June	4/12/19	5/15/19
July	5/13/19	6/14/19
August	6/12/19	7/15/19
September	7/12/19	8/15/19
October	8/13/19	9/16/19
November	9/13/19	10/15/19
December	10/14/19	11/15/19

PLANT HEALTH 2019 PROGRAM BOOK

Program Book Ad Sizes	Width	Height
Full-Page	7"	10"
Full-Page Bleed*	8-3/4"	11-1/4"
Half-Page Vertical	3-3/8"	10"
Half-Page Horizontal	7"	4-7/8"

Materials Due Date: May 24, 2019

* 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.

Trim size: 8-1/2" × 11-1/4"