



# 2018 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 Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)*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. All logos and ads must be paid before any publication. Please contact **Rhonda Wilkie** for more details at +1.651.994.3820 or [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org).

**Submit this application to:**  
 Brianna Plank  
 Business Development Manager  
[bplank@scisoc.org](mailto:bplank@scisoc.org)  
 +1.651.994.3819

## PHYTOPATHOLOGY NEWS (online PDF)

	Non-Member Rates*		
	1x	3x	6x
Full Page	\$1,050	\$1,000	\$935
2/3 Page Vertical	\$935	\$895	\$855
1/2 Page Horizontal	\$695	\$655	\$615
1/3 Page (Horizontal or Vertical)	\$595	\$565	\$535

\*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: \$550    6 months: \$2,700  
 3 months: \$1,500    12 months: \$4,800

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
1/2 Page (Horizontal or Vertical)	\$1,350	\$1,150	\$950
1/4 Page	\$1,100	\$900	\$700

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

ICPP 2018 Meeting Page    APS Calendar of Events Page

Month(s) \_\_\_\_\_

### Materials

New digital ad or logo    Repeat from month \_\_\_\_\_

URL \_\_\_\_\_

**Additional Online Opportunities Total \$** \_\_\_\_\_

## ICPP2018 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

**ICPP2018 Program Book Print Ad Total \$** \_\_\_\_\_

**ADVERTISING GRAND TOTAL \$** \_\_\_\_\_

## 2018 APS Mechanical Requirements and Deadlines

### DIGITAL ADVERTISING

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

##### Deadlines

Issue	Ad Orders Due	Materials Due	Post to APS Website
January	12/1/2017	12/8/2017	12/22/2017
February	1/2/2018	1/9/2018	1/25/2018
March	2/1/2018	2/9/2018	2/26/2018
April	3/1/2018	3/9/2018	3/26/2018
May	4/2/2018	4/9/2018	4/25/2018
June	5/1/2018	5/9/2018	5/25/2018
July	6/1/2018	6/8/2018	6/25/2018
August/Sept*	7/2/2018	7/9/2018	7/25/2018
October**	9/4/2018	9/10/2018	9/25/2018
November	10/1/2018	10/9/2018	10/25/2018
December	11/1/2018	11/9/2018	11/26/2018

\*Preconvention issue for ICPP2018

\*\*Postconvention issue for ICPP2018

##### 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*<sup>®</sup>

**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

##### 2018 APS Journal Schedules

<i>Phytopathology</i>		<i>Plant Disease</i>		<i>Molecular Plant-Microbe Interactions</i> <sup>®</sup> (MPMI)	
Issue	Posted Online	Issue	Posted Online	Issue	Posted Online
January	12/21/2017	January	12/19/2017	January	12/15/2017
February	1/22/2018	February	1/18/2018	February	1/16/2018
March	2/22/2018	March	2/20/2018	March	2/15/2018
April	3/21/2018	April	3/19/2018	April	3/15/2018
May	4/20/2018	May	4/20/2018	May	4/16/2018
June	5/21/2018	June	5/17/2018	June	5/15/2018
July	6/21/2018	July	6/21/2018	July	6/15/2018
August	7/20/2018	August	7/20/2018	August	7/16/2018
September	8/21/2018	September	8/17/2018	September	8/15/2018
October*	9/20/2018	October	9/18/2018	October	9/14/2018
November	10/19/2018	November	10/17/2018	November	10/15/2018
December	11/21/2018	December	11/19/2018	December	11/15/2018

\*Special Focus Issue: Epidemiology

#### OTHER ONLINE OPPORTUNITIES

- ICPP2018 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

ICPP2018 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](http://apsnet.org/careers/jobcenter). If you have questions, please contact the APS Placement Coordinator at [APSplacement@scisoc.org](mailto:APSplacement@scisoc.org) or +1.651.454.7250.

\***Note:** To include your posting in *Phytopathology News*, you must post it in the Job Center.

# 2018 APS Mechanical Requirements and Deadlines

## PRINT ADVERTISING

All artwork files should be sent to Rhonda Wilkie at [rwilkie@scisoc.org](mailto: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*<sup>®</sup>

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

#### *Phytopathology* Deadlines

Issue	Ad Orders Due	Materials Due	To Print	Mail Date
January	11/16/2017	11/23/2017	12/7/2017	12/21/2017
February	12/19/2017	12/26/2017	1/8/2018	1/22/2018
March	1/18/2018	1/25/2018	2/8/2018	2/22/2018
April	2/14/2018	2/21/2018	3/7/2018	3/21/2018
May	3/16/2018	3/23/2018	4/6/2018	4/20/2018
June	4/16/2018	4/23/2018	5/7/2018	5/21/2018
July	5/17/2018	5/24/2018	6/7/2018	6/21/2018
August	6/15/2018	6/22/2018	7/6/2018	7/20/2018
September	7/17/2018	7/24/2018	8/7/2018	8/21/2018
October**	8/16/2018	8/23/2018	9/6/2018	9/20/2018
November	9/21/2018	9/28/2018	10/5/2018	10/19/2018
December	10/17/2018	10/24/2018	11/7/2018	11/21/2018

#### *Plant Disease* Deadlines

Issue	Ad Orders Due	Materials Due	To Print	Mail Date
January	11/14/2017	11/21/2017	12/5/2017	12/19/2017
February	12/14/2017	12/21/2017	1/4/2018	1/18/2018
March	1/16/2018	1/23/2018	2/6/2018	2/20/2018
April	2/12/2018	2/19/2018	3/5/2018	3/19/2018
May	3/14/2018	3/21/2018	4/4/2018	4/18/2018
June	4/11/2018	4/18/2018	5/3/2018	5/17/2018
July	5/15/2018	5/22/2018	6/5/2018	6/19/2018
August	6/12/2018	6/19/2018	7/3/2018	7/18/2018
September	7/13/2018	7/20/2018	8/3/2018	8/17/2018
October**	8/14/2018	8/21/2018	9/4/2018	9/18/2018
November	9/12/2018	9/19/2018	10/3/2018	10/17/2018
December	10/15/2018	10/22/2018	11/5/2018	11/19/2018

#### *Molecular Plant-Microbe Interactions* Deadlines

Issue	Ad Orders Due	Materials Due	To Print	Mail Date
January	11/10/2017	11/17/2017	12/1/2017	12/15/2017
February	12/11/2017	12/18/2017	1/2/2018	1/16/2018
March	1/11/2018	1/18/2018	2/1/2018	2/15/2018
April	2/8/2018	2/15/2018	3/1/2018	3/15/2018
May	3/12/2018	3/19/2018	4/2/2018	4/16/2018
June	4/10/2018	4/17/2018	5/1/2018	5/15/2018
July	5/11/2018	5/18/2018	6/1/2018	6/15/2018
August	6/8/2018	6/15/2018	6/29/2018	7/16/2018
September	7/11/2018	7/18/2018	8/1/2018	8/15/2018
October**	8/9/2018	8/16/2018	8/30/2018	9/14/2018
November	9/10/2018	9/17/2018	10/1/2018	10/15/2018
December	10/11/2018	10/18/2018	11/1/2018	11/15/2018

### ICPP2018 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 22, 2018

\* 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".