

2008 Advertising Rates

MICROSCOPY TODAY

11 November 2007

Subject to change without notice.

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Note: Published six times per year in odd months, alternating with the MSA Journal *Microscopy and Microanalysis*.

Ron Anderson, Editor

PO Box 247, Largo, FL 33779

Tel: (727) 507-7101 Fax: (727) 507-7102

e-Mail: microscopytoday@tampabay.rr.com

Advertising Rates per single insertion	Full Color	Two Color	Black Only
Covers: (8 3/8" W x 11" H plus bleed allowance)	\$2,900.00		
Full Page: (Bleed, as per cover or 7 1/2" x 10" no bleed)	\$2,200.00	\$1,875.00	\$1,550.00
Half Page (3 5/8" W x 10" H or 7 1/2" W x 5" H):	\$1,575.00	\$1,300.00	\$ 950.00
Quarter Page (3 5/8" W x 5" H):	\$1,050.00	\$ 850.00	\$ 630.00

Premium Position pricing not included in the above: add \$100. For matched (PMS) color: add \$450.

Prices and Discounts:

- 1) **Discounts** of 10% for 6X insertions, 5% for 3X insertions Commitment any time during the year. 6X discount on covers: \$300.
- 2) **Special:** For 2-color 1/4 or 1/2 page 6X ads, the above Black Only prices will apply. Not eligible for other discounts.
- 4) **All prices are net.** No discounts to principals or agencies. We will mark up invoice by amount of an agency discount on request.
- 5) **Terms are 30 days net.** *Accounts past due will incur a late charge of 1-1/2 % per month.* Rates are in US dollars on a US Bank.

Materials Required:

Finished (trim) size: 8 3/8" x 11," minimum bleed 3/16" single page or 3/8" minimum bleed for 2-page spreads. Minimum live matter set back 3/16." Recommended submission format: High-res PDFs by email with supporting electronic files and fonts. Windows format PSD, TIF or EPS files accepted, MAC format accepted. CMYK only; NOT RGB. One and two color ads may be furnished via laser printer output. Nominal charges will apply for all conversion work or ad creation or modification. NO COLOR GUARANTEE WITHOUT PROOF.

Send Ad Copy by Courier to:

Microscopy Today
Ron Anderson, Editor
1001 Starkey Road, #374
Largo, FL 33771
Phone (727) 507-7101
FTP server available, call for info.

Promotional in "Industry News" or "New and Interesting at ...":

Free on a space-available basis with a maximum of 100 words. Photo included for advertisers in current issue, color tint for 6X adv.

Used Equipment Wanted, For Sale Ads, and Employment Desired Ads:

\$35.00 plus \$1.00 per word. Photos at \$100 per column inch. \$75 Minimum. No ad makeup charge.

Employer's Help Wanted Ads: \$525 (minimum) based upon a quarter page (3 5/8" W x 5" H) ad. \$100 per additional column inch for larger ads. Logos and photos allowed. Ad make-up at no additional cost.

Subscriber Database Rental: \$950.00/per use for all or part of the list. A *Database Confidentiality Agreement* must be executed prior to receiving the data. Some specific interest selectivity. Call for additional details.

Insertion Service: Loose inserts may be included in envelopes with issues. Price for up to a two page insert is \$3,000, 50% discount for 6X advertisers. Very competitive one color, two color and full color printing services are available.

Cancellations are not accepted after "Copy Required" dates for each respective issue. Cancellations will be accepted in writing to *Microscopy Today*, address above only. **Should advertising instructions not be received by "Copy Required" date, publisher reserves the right to repeat last ad.**

Short Rating: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the space upon which their billings have been based.

2008 Publication	Issue Date	Space Reservations	Advertising Copy Required	Loose Inserts
Cell Biology "Industry News"	Jan/Feb 2008	3 December 2007	17 December 2007	3 January 2008
Pre-PITTCON Issue:	March/April 2008	1 February 2008	15 February 2008	3 March 2008
PITTCON "Industry News"	May/June 2008	4 April 2008	18 April 2008	2 May 2008
Pre-M&M Conference Issue	July/August 2008	2 June 2008	16 June 2008	2 July 2008
M&M "Industry News" Issue	Sept/Oct 2008	4 August 2008	22 August 2008	3 September 2008
Call for M&M Papers Issue	Nov/Dec 2008	3 October 2008	17 October 2008	3 November 2008
Cell Biology "Industry News"	Jan/Feb 2009	3 December 2008	14 December 2008	2 January 2009

Circulation: As of 11/10/2007, total circulation was ~16,400 microscopists. Subscriptions are FREE for microscopists in North America and for MSA members worldwide. November circulation: ~18,000. **COMPARE OUR RATES WITH OTHERS! WE ARE THE MOST COST EFFECTIVE MICROSCOPY ADVERTISING VEHICLE FOR YOUR ADVERTISING DOLLARS IN THE USA!**