

SIAM[®] Insertion Order

For SIAM News, SIAM Journals, and SIAM Conference Final Programs

Advertising Client

Company _____
 Address _____

 City _____
 State _____ Zip _____
 Authorized by _____
 Phone _____
 Fax _____
 E-mail _____
 Website URL _____

Advertising Agency

Company _____
 Address _____

 City _____
 State _____ Zip _____
 Authorized by _____
 Phone _____
 Fax _____
 E-mail _____

Space Reservation

Coupon in ad? Yes No
 Special Position (specify) _____
 Frequency 1x 3x 6x 10x
 SIAM News Issue(s) of Insertion
 January/February July/August
 March September
 April October
 May November
 June December
 Journal print issue _____

Confirmation of Order

The undersigned (Advertiser and Agency) hereby purchases advertising from SIAM and agrees to abide by the terms and conditions above.
 Signature _____ Date _____
 Title _____ Organization _____
 SIAM Representative _____

Mechanical Requirements

SIAM News

Ad Size	Price	Width	Depth
<input type="checkbox"/> Full Page	\$2650	9 1/2" x 57p3	15 3/8" x 92p6
<input type="checkbox"/> 1/2 page (Island)	\$1880	7 1/2" x 45p	10" x 60p
<input type="checkbox"/> 1/2 page (Horizontal)	\$1645	9 1/2" x 57p3	7 5/8" x 45p9
<input type="checkbox"/> 1/2 page (Vertical)	\$1645	4 5/8" x 27p9	15 3/8" x 92p6
<input type="checkbox"/> 1/4 page (Island)	\$1030	7 1/2" x 45p	5" x 30p
<input type="checkbox"/> 1/4 page (Horizontal)	\$940	9 1/2" x 57p3	3 15/16" x 23p9
<input type="checkbox"/> 1/4 page (Vertical)	\$940	4 5/8" x 27p9	7 5/8" x 45p9
<input type="checkbox"/> 1/8 page (Horizontal)	\$610	4 5/8" x 27p9	3 15/16" x 23p9
<input type="checkbox"/> 1/8 page (Vertical)	\$610	2 3/16" x 13p3	7 5/8" x 45p9
<input type="checkbox"/> 1/16 page (Horizontal)	\$350	4 5/8" x 27p9	1 15/16" x 11p9
<input type="checkbox"/> 1/16 page (Vertical)	\$350	2 3/16" x 13p3	3 15/16" x 23p9
<input type="checkbox"/> SIAM News Insert (subject to approval) Pick up from _____ Rate _____			

SIAM Journals

SIAM Journal on _____ \$650 5 1/2" x 8 1/2"

SIAM Final Programs

Program for Conference on _____ \$770 7 1/2" x 10"

Color

- Black & White
- SIAM News only: spot color (PMS 3282 green only): add \$200 per ad
- SIAM News only: four-color process: add \$2500 if only 4/c advertiser

Material Requirements

- Electronic submissions (PDF preferred; cmyk PDF for 4/c), plus hard copy of ad.

Send Artwork/Insertion Order/Electronic Files to: Marketing Representative, SIAM News