

Advertising/Marketing Order Form

Company Information

Company Name

Contact Person

Telephone

Fax

Email

Authorized Signature

By submitting this form, you agree to the Advertising Terms and Conditions listed below.

Marketing Annual Meeting

- ☐ Power Bar** \$12,500
- ☐ Attendee Bags** \$12,000
- ☐ Meeting Pens* \$3,500
- ☐ Meeting Notepads* \$5,000
- ☐ Meeting Pens & Notepads* \$7,500
- ☐ Badge Lanyards* \$10,000
- ☐ Hotel Room Key Cards* \$10,000
- ☐ Coffee Cart Custom Pricing
- ☐ Staircase Clings* \$2,500
- ☐ Charging Station** \$1,750

* Opportunity fee does not include production cost.
** Includes the cost of production.

Past Presidents' 5K Fun Run/Walk

- ☐ Premiere Support \$2,000
- ☐ Elite Support \$1,000
- ☐ Select Support \$500

Mailing List Rental

- Pre-Registered Attendee Mailing List \$1,000
- SOT Membership Mailing List \$1,000

[Download the Attendee Mailing List Order Form](#)

[Download the Membership Mailing List Order Form](#)

Advertising Annual Meeting

Digital

- ☐ SOT Mobile Event App
Banner Ad \$1,500
- ☐ WiFi Welcome Page
Banner Ad \$1,250
- ☐ ToxExpo Website and
Floor Plan Banner Ad \$500
- ToxExpo Online Profile Upgrades**
- ☐ 1 Add. Product Category \$35
- ☐ 3 Add. Product Categories \$90
- ☐ 5 Add. Product Categories \$125
- ☐ 1 Add. Press Release \$50
- ☐ 100 Additional
Characters (Online Only) \$50

Print

Preliminary Program

- ☐ Half Page Ad—Vertical \$525
- ☐ Half Page Ad—Horizontal \$525
- ☐ Full Page Ad \$1,045

ToxExpo Directory—Last Issue!

- ☐ Half Page Ad—Vertical \$525
- ☐ Half Page Ad—Horizontal \$525
- ☐ Full Page Ad \$1,045
- ☐ Inside Front Cover Ad \$1,200
- ☐ Inside Back Cover Ad \$1,200
- ☐ Back Cover Ad \$1,500

Advertising Packages

- ☐ Half Page Print Package \$1,000
• 1 half page ad in the Preliminary
Program and the ToxExpo Directory
- ☐ Full Page Print Package \$2,040
• 1 full page ad in the Preliminary
Program and the ToxExpo Directory

If you are purchasing a digital ad, please indicate the URL your ad will link to:



Advertising Terms and Conditions

- Ad payments are not commissionable. Agencies are requested to mark up net rates. All advertising rates are net. Contracts must be completed, signed, and received by the closing date with payment.
- Cancellations or order changes are not accepted after the closing date. Cancellations prior to the closing date must be received in writing.
- Should timely payments not be made as stated, the SOT may reject advertising copy and/or immediately cancel the advertiser's contract and the advertiser agrees to indemnify SOT for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees.
- If an advertising agency places an order on behalf of an advertiser, such agency warrants and represents that it has authority to place such order. The advertiser and its agency each agree to be jointly and severally liable for charges for ads placed.

- Advertising material specifications will remain as listed in this form.
- SOT shall have full positioning latitude on all advertisements other than paid guaranteed positions.
- SOT will not be liable for typographical errors, incorrect insertions, incorrect positions or omissions in advertising or incorrect artwork. Every effort will be made to ensure correct positioning and artwork.
- Forwarding of an insertion order is construed as an acceptance of all published rates and conditions, and such order when accepted by SOT constitutes a contract.
- All contracts are conditional on strikes, fires, acts of God or the public enemy, war or any cause not subject to the control of SOT, excluding the advertiser's failure or inability to perform.
- Advertiser and agency agree that any advertisement published in SOT publications is and remains the property of SOT, and it may be used by the SOT in all media, whether now in existence or hereafter developed, in which the issue containing the ad is published, reproduced, displayed,

More Advertising Options

Employer ads in the SOT Weekly Communiqué, email:

marcia@toxicology.org

**CRAD Job Bank and Employer Ads
in the SOT Communiqué, visit:**

www.toxicology.org/careers

**To advertise in Toxicological Sciences,
SOT's official journal, please contact:**

Carol Levine, Oxford University Press
Mobile: 917.297.7114 | **Telephone:** 212.743.8302
Email: carol.levine@oup.com

Total Cost of Your Order:

\$

You will be invoiced for the order upon receipt.

- distributed, or transmitted in whole or in part. Advertisers cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of SOT.
- All advertising placed in an SOT publication is done so using the rates in effect on issue date, regardless of previous rate quotations.
 - All advertising must be relevant to the field of toxicology and is subject to approval by SOT.
 - These terms and conditions shall govern the relationship between the SOT and the advertisers and/or agency. Unless expressly agreed to in writing by the SOT, no other terms or conditions in contracts, orders, copy instructions or otherwise shall be binding on SOT.
 - SOT's promotional policy allows toxicology-related "sister-societies" to raise awareness about their meetings and journal subscriptions via the SOT website.
 - SOT cannot accept advertisements that promote journals, awards, membership recruitment, or other advertisements that compete with SOT's programs and resources.**

SOT Advertising Specifications and Rates for Digital & Print

Digital Ad	Type	Dimension	Cost	Colors	Format	Artwork Deadline
SOT Mobile Event App	Portrait and Landscape	640 px wide x 160 px high, and 680 px wide x 80 px high at 72 ppi	\$1,500	RGB	PNG	Jan 3 until Mar 6 — Mobile Event App launches in February.
WiFi Welcome Page	Banner Ad	775 px wide x 440 px high at 72 ppi	\$1,250	RGB	JPG	Feb 15
ToxExpo Website and Floor Plan	Banner Ad	205 px wide x 60 px high at 72 ppi	\$500	RGB	JPG or GIF	On-going
Employer Ad in SOT Communiqué Newsletter	Text		\$400 <small>1st 100 wrds \$1 ea. add wrd</small>	RGB	DOC or TXT	

Print Ad	Type	Dimension	Cost	Colors	Format	Artwork Deadline
Preliminary Program	Half Page Vertical	3.5" x 9.5"	\$525	4 Color Process	PDF, EPS, TIF	Nov 2
	Half Page Horizontal	7" x 4.5"	\$525			
	Full Page	7" x 9.5"	\$1,045			
ToxExpo Directory	Half Page Vertical	3.5" x 9.5"	\$525	4 Color Process	PDF, EPS, TIF	Jan 18
	Half Page Horizontal	7" x 4.5"	\$525			
	Full Page	7" x 9.5"	\$1,045			
	Inside Front Cover or Inside Back Cover	7" x 9.5"	\$1,200			
	Back Cover	7" x 9.5"	\$1,500			

Ad Specs and Color Info

Digital Ad Specs and Colors

All digital ads are in RGB with a minimum of 72 ppi, *URL can be embedded, NO Flash, NO Animation.*

Print Ad Specs and Colors

Preliminary Program

Ads are 4 color

ToxExpo Directory

Ads are 4 color

Toxicological Sciences

Ads are 4 color or black only

Acceptable File Formats

4-Color Process

PDF: Press Quality PDF with fonts embedded, CMYK file

PhotoShop TIF: 300 ppi, CMYK file

Ads with Black Only

PDF: Press Quality PDF with fonts embedded, black only

TIF: 300 ppi, grayscale

PhotoShop EPS: 300 ppi, black only

Illustrator EPS: Black only, all fonts must be converted to outline