



10th World Conference of Science Journalists Advertising Information and Terms

Program Ads

Ad Submission: Deliver ad files by email to advertise@wcsj2017.org no later than September 15, 2017. If artwork is not submitted by this date, the ad will be considered cancelled with no refund to the Advertiser.

- Quarter Page: 3.8125"W x 5.125"H
- Half Page Horizontal: 7.75"W x 5.125"H
- Full Page/Back Cover/Inside Front Cover: (with 0.25" bleed) 8.875"W x 11.375"H, Live area = 8.375"W x 10.875"H

Ad artwork must be in digital format. No bleeds. Must be submitted print-ready. Save document as an EPS, PDF, or TIFF, embed all images, and save fonts in outline format or include printer and screen fonts.

Color: CMYK (not RGB) format required for four-color ads.

Black & white ads must be set up as black & white, not four-color.

Photos or Images: Save as EPS or TIFF, 300 dpi minimum, CMYK (not RGB).

Production charges: Advertiser will be billed for production work required for ad material that does not meet mechanical requirements.

Conference Bag Inserts

Inserts must be received by October 24, 2017 in order to be inserted. The earliest materials may arrive is October 21, 2017 unless you elect to pay a daily storage fee. A delivery form will be provided to you by email. Materials that arrive after October 24 will not be included, and no refunds will be given.

Advertiser will provide 1,300 inserts for the conference bags. Max dimensions: 8.75in x11.25in
Weight limit: 5 ounces. Advertiser responsible for production/printing and delivery to the venue.

Electronic Newsletter Banner Ads

Ad Submission: Deliver ad files by email to advertise@wcsj2017.org no later than the 20th of the month preceding the month you wish it to appear.

Images should be RGB color saved as JPG format

Large Rectangle = 336px x 280px

Small Rectangle = 336px x 160px

Conference Website Advertisements

Ad Submission: Deliver ad files by email to advertise@wcsj2017.org no later than the 20th of the month preceding the month you wish it to appear.

Images should be 300 pixels wide by 250 pixels tall with 72 dpi resolution; Files should be 100kb or smaller and can be in .JPG, .JPEG, or .GIF format. The space holds limited number of ads at a single time, stacked vertically. In the case of multiple ads, the top to bottom order will be rotated at random during each month.

For other formats and specialty placements, we will contact with you with artwork specifications once your order is received and approved.

Terms and Conditions

1. The advertising fee must be paid in full to participate and to reserve the space. **Any space not fully paid will be subject to cancellation and reassignment without notice.** All payments must be in U.S. Dollars. Rates are non-commissionable.
2. Position preference is always noted but not guaranteed. Electronic ads may need to be resized to fit space.
3. When advertising copy is submitted, it should be correct. No responsibility will be assumed by the Publisher or WCSJ2017 beyond the original copy.
4. Cancellations: Advertiser may cancel by giving Management notice in writing to advertising@wcsj2017.org. If Management receives such notice on or before May 1, 2017, Management shall return 80% of the advertising fee received by Management. If Management receives such notice after May 1, 2017, and on or before July 1, 2017, Management shall return 50% of the advertising fee received by Management. If Management receives such notice after July 1, 2017, the Advertiser shall forfeit the advertising fee.
5. Changes: No changes to orders or content will be accepted after submission of artwork or September 15, 2017, whichever comes first.
6. All copy is subject to approval by WCSJ2017. WCSJ2017 reserves the right to reject or cancel any advertising which does not conform to the standards of the publication or is deemed inappropriate.
7. Advertiser is strictly liable for the content of its advertisements and agrees to defend, indemnify and hold harmless WCSJ2017 for claims arising from the publication of the advertisement.
8. The sole obligation of WCSJ2017 as to any failure or default on its part shall be limited to a refund of paid advertising charges.
9. **No Endorsement:** Products and/or services on display carry no implied or real endorsement or recommendation by the Show or by any of the Organizers. Advertiser will not represent any product or service as being endorsed or recommended by the Show or by WCSJ2017

FULL PAGE

[with 0.25" bleed]

8.875"W x 11.375"H

[live area]

8.375"W x 10.875"H

1/4 PAGE

3.8125"W x 5.125"H

HALF PAGE HORIZONTAL

7.75"W x 5.125"H