

CRS Advertising Opportunities

List the following exactly as they should appear in the ad index:

Company Name _____

Space Reservation:

Name _____

Company _____

Address _____

City, State or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Fax _____

E-mail _____

Website _____

Agency Name _____

Address _____

City, State or Province _____

Zip/Postal Code _____

Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

Invoice Company

Invoice Ad Agency

CRS 2017 Annual Meeting Program Book Advertising

Circulation: Expected attendance at the Annual Meeting of over 1,200.

Ad orders due: May 4, 2017

Ad materials due: May 24, 2017

Ad Size and Format

Full Page Bleed Non-bleed \$ _____

Four Color Process	\$4,000
Black and White	\$2,000

Half Page

Vertical Horizontal	
Four Color	\$3,000
Black and White	\$1,500

Quarter Page

Four Color	\$2,000
Black and White	\$1,000

Special Position

Add \$500 \$ _____

Covers

Inside Front Cover Inside Back Cover Back Cover

Other Special Positions—Call for availability

SPECIAL PACKAGE

(based on full page 4-color ad)

	Special Rate	A la Carte Comparison
Package I	\$4,500	\$5,000
• One CRS Program Book Ad		
• One CRS Newsletter Ad		
Package II	\$3,000	\$4,000
• Three CRS Newsletter Ads		
• One Spotlight Feature Article		
Package III	\$6,500	\$8,000
• One CRS Program Book Ad		
• Three CRS Newsletter Ads		
• One Spotlight Feature Article		
Package IV	\$8,000	\$11,000
• One CRS Program Book Ad		
• Six CRS Newsletter Ads		
• One Spotlight Feature Article		
Ad + Sponsorship	Inquire for customized rate	

2017 CRS Newsletter Advertising (Online Publication)

Circulation: 1,200 members plus open access to nonmembers on back issues.

Ad Size and Format

\$ _____

Frequency discounts are within a 12-month period

Full or half page only

		1x	3x	6x
Full Page	Bleed			
	Non-bleed			
Full Color		\$1,000	\$950	\$900
Half Page	Vertical			
	Horizontal			
Full Color		\$700	\$650	\$600

Quarter Page

Full Color	\$500	\$450	\$400
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Issues	1	2	3	4	5	6
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(select issues for advertising)

Total Amount Due \$ _____

Materials

Repeat Ad Program Book Year _____
CRS Newsletter Issue/Year _____

We will send artwork.

Our agency will send materials and insertion order.

CRS Advertising Agreement

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company's intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (typed) _____

Signature _____

CRS Advertising Mechanicals

The Controlled Release Society urges that electronic files be supplied only by those experienced in electronic processing of images. Unusable files may result in additional charges.

2017 CRS Annual Meeting Program Book

Circulation: Approximately 1,200

Ad Orders Due	5/4/17
Ad Materials Due	5/24/17
Published	5/31/17

Ad Sizes

Space	Width	Depth
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"
Quarter-page	3-3/8"	4-3/4"

Trim Size

8-1/2" wide x 11" deep

* *Bleed art must measure 8-3/4" x 11-1/4". Keep live matter 1/4" from trim size edges.*

Printing Method

Offset Lithography

Stock

Printed on 100-lb gloss cover

Binding

Saddle-stitched

Acceptable File Formats

Platform: MacIntosh

Software: Adobe InDesign, Illustrator, and Photoshop

Format: eps, tif, or PDFv1.3 (Acrobat 4.0 compatible).

Resolution: 4C – 300 dpi, Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be supplied.
- A hard copy of the file must be provided. For color proofing, a SWOP-quality contact proof should be supplied.
- Files must be set up at 100% of output size, allowing 1/8" bleed for bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to production charges.

2017 CRS Newsletter

Circulation: Approximately 1,200 members plus open access to nonmembers on back issues.

Editorial Calendar 2016

Issue	Ad Close Date	Ad Materials Due Date	Posted Date
No. 1	1/24/17	1/27/17	2/28/17
No. 2	3/23/17	3/28/17	4/28/17
No. 3 (Preconvention)	5/25/17	5/30/17	6/30/17
No. 4	7/26/17	7/31/17	8/31/17
No. 5 (Postconvention)	9/26/17	9/29/17	10/31/17
No. 6	11/23/17	11/29/17	12/29/17

Ad Sizes

Space	Width	Depth
Full-page	7-1/2"	9-3/4"
Full-page bleed*	8-3/4"	11-1/4"
Half-page horizontal	7-1/2"	4-3/4"
Half-page vertical	3-5/8"	9-3/4"
Quarter-page	3-5/8"	4-3/4"

Page Dimensions

8-1/2" wide x 11" deep

* *Bleed art must measure 8-3/4" x 11-1/4".*

Acceptable File Formats

Platform: MacIntosh

Software: Adobe InDesign, Illustrator, and Photoshop

Format: PDFv1.3 (Acrobat 4.0 compatible)

Resolution: 300 dpi

- Four color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be supplied.
- Files must be set up to 100% of output size, allowing 1/8" bleed for bleed ads.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to production charges.

General Information

Production Services: Production changes or services are billed at \$100 minimum. Invoice is issued on publication date. **General Policy:** Advertisers and advertising agencies are responsible for all content of advertisements printed, and they also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse such advertising as they deem inappropriate for the CRS Annual Meeting Program Book or CRS Newsletter.

For Orders and Materials, contact Brianna Plank at bplank@scisoc.org; +1.651.994.3819

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