

Advertising/Marketing Order Form

Company Information

Company Name _____

Contact Person _____

Tel _____ Fax _____

Email _____

Authorized Signature _____

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

Marketing Annual Meeting

- Charging Station**\$1,750
- Meeting Pens*\$3,500
- Meeting Notepads*\$5,000
- Badge Lanyards*\$10,000
- Attendee Bags**\$12,000
- Hotel Room Key Cards*\$10,000
- Escalator Clings*\$5,000

* Opportunity fee does not include production cost.

** Includes the cost of production.

Past Presidents' 5K Fun Run/Walk

- Level 1 Premiere Supporter\$1,000
- Level 2 Supporter\$500
- Water Station\$150
- Post-Race Snack\$200

Mailing List Rental

- Pre-Registered Attendee Mailing List\$1,000
- SOT Membership Mailing List\$900

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

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

Advertising Annual Meeting

Digital

- SOT Mobile App Banner Ad - \$1,500
- WiFi Welcome Page Banner Ad - \$1,250
- ToxExpo Website and Floor Plan Banner Ad - \$500

Upgrades

- 1 Add Product Category - \$35
- 3 Add Product Categories - \$90
- 5 Add Product Categories - \$125
- 1 Add Press Release - \$50
- Company Logo - \$50

Communiqué

Special Issue - Printed

- Half Page Ad - Horizontal - \$475
- Half Page Ad - Vertical - \$475
- Full Page Ad - \$950

Print

Preliminary Program

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

ToxExpo Directory

- 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

- Print Package\$2,880
 - 1 printed full-pg ad in Preliminary Program, Communiqué or ToxExpo Directory
 - 1 Exhibitor Hosted Session (must apply for session)
 - Attendee Mailing List
- Digital Package\$1,818
 - 1 ad on the Mobile App or WiFi Welcome Page
 - 5 additional product categories
 - 1 banner ad in the Digital Communiqué

Communiqué

Special Issue - Online

- Banner Ad - \$395 (250px w x 250px h)
- Banner Ad - \$395 (650px w x 75px h)
- Advertorial Ad - \$775

ToxExpo Online

Exhibitor Profile Enhancements

- Deluxe Profile Package - \$90
- Premium Profile Package - \$175
- Superior Profile Package - \$225

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



More Advertising Options

For CRAD Job Bank and Employer Ads in the SOT Communiqué, please go to:

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.

Advertising Terms and Conditions

1. 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.
2. Cancellations or order changes are not accepted after the closing date. Cancellations prior to the closing date must be received in writing.
3. 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.
4. 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.
5. Advertising material specifications will remain as listed in this form.
6. SOT shall have full positioning latitude on all advertisements other than paid guaranteed positions.
7. 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.
8. 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.
9. 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.
10. 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,

- 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.
11. All advertising placed in an SOT publication is done so using the rates in effect on issue date, regardless of previous rate quotations.
 12. All advertising must be relevant to the field of toxicology and is subject to approval by SOT.
 13. 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.
 14. SOT's promotional policy allows toxicology-related "sister-societies" to raise awareness about their meetings and journal subscriptions via the SOT website.
 15. SOT cannot accept advertisements that promote journals, awards, membership recruitment, or other advertisements that compete with SOT's programs and resources.

Email, Mail, or Fax Order to:

SOT Headquarters ATTN: Tonja Morrow

1821 Michael Faraday Drive, Suite 300, Reston, VA 20190

Email: tmorrow@toxicology.org

Tel: 703.438.3115 • **Fax:** 703.438.3113

SOT Advertising Specifications and Rates For Digital & Print

Digital Ad	Type	Dimension	Cost	Colors	Format	Artwork Deadline
SOT Mobile 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 1 until Mar 9 — Mobile App scheduled to launch Feb 10.
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
SOT Communiqué Newsletter Special Issue - Online	Banner Ad	250 px wide x 250 px high OR 650 px wide x 75 px high at 72 ppi	\$395	RGB	JPG or GIF	Summer-Fall August 3 Winter October 5
	Advertorial Ad	650 px wide x 450 px high at 72 ppi	\$775			Special Issue January 15
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	Oct 30
	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 8
	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			
SOT Communiqué Newsletter Special Issue - Printed	Half Page Vertical	3.5" x 9.5"	\$475	PMS 286 and/or black		Jan 15
	Half Page Horizontal	7" x 4.5"	\$475			
	Full Page	7" x 9.5"	\$950			

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

Communiqué Newsletter Special Issue

Ads can be PMS 286 and/or black

Toxicological Sciences

Ads are 4 color or black only

Acceptable File Formats

Ads with One PMS Color or Black Only

PDF: Press Quality PDF with fonts embedded, PMS color only or black only

TIF: 300 ppi, grayscale

SOT will convert to the PMS color if requested on Order

PhotoShop EPS: 300 ppi, PMS color only or black only

Illustrator EPS: PMS color only or black only, all fonts must be converted to outline

Ads with One PMS Color and Black

PDF: Press Quality PDF with fonts embedded, PMS color and black

PhotoShop EPS: 300 ppi, PMS color and black

Illustrator EPS: PMS color and black, all fonts must be converted to outline

4-Color Process

PDF: Press Quality PDF with fonts embedded, CMYK file

PhotoShop TIF: 300 ppi, CMYK file