

General Rules for Botanical Society of America Corporate Sponsorship Program

I. ADVERTISING GENERAL INFORMATION

A. Advertisements placed in the hardcopy version of the AJB.

Advertising for the American Journal of Botany back cover should be submitted as camera-ready BW copy. Contact Allen Press at (800) 627-0932 for time line of each monthly Journal. Hard copies of Advertising should be sent simultaneously to: Allen Press AJB Editor and the BSA Business Office for final approval. Addresses provided upon request.

B. Advertisements placed with the electronic version of the AJB

Advertisements can be placed on the electronic content pages of the American Journal of Botany Online. These will consist of a graphic typically constructed by sponsor's art department and a URL of the sponsor's choice (may be the website or a specific page on the website). The graphic must be a GIF file that measures exactly 220 pixels wide x 40 pixels tall. Multiple frame or animated GIFs are not permitted under any circumstances. Send ad graphic and URL via e-mail to bsa-manager@botany.org or mail to the BSA Business Office.

C. Advertisements within the Final Program of the Annual Botany 200x Conference

Each ad ordered for inclusion within the text of the Botany 200x Final Program should be submitted as camera-ready copy (Black & White) or as a tiff- or eps-formatted electronic file with hardcopy. Please consult with the BSA Meeting Manager or the Botany conference website at www.botany2001.org for technical specifications of advertisements and for deadlines for submission of materials.

Sizes (width/height)	Mechanical Requirements	Fee
Full Page (7" X 9.5"), regular paper	non-bleed, B/W	\$250
Two or more Full Pages, regular paper	non-bleed, B/W	\$200/page
Half-page horizontal (7" X 4.625")	non-bleed, B/W	\$140
Half-page vertical (3.375" X 9.5")	non-bleed, B/W	\$140

II. INSERT ADVERTISING GENERAL INFORMATION

A. Insertions included in Spring and Fall mailings to BSA members

An opportunity to have your advertising inserted into the BSA bi-annual mailing to all Society members-- approximately 3000 pieces. Vendor will provide the BSA Business Office with materials which can be stuffed into a 6x9 envelope. Cost is \$300 per mailing and must be paid in advance. Consult the Business Office for specific information and time line for each mailing.

B. Insertions with Registration Materials at the Annual Botany 200x Conference

The Botany 200X conference management will arrange to stuff your brochure, order form, or handout in the conference tote bag given to all registrants. The 2001 fee for BSA Corporate Sponsors for stuffing materials is \$200 for each piece. Insertions should not exceed 8½" X 11" in size. Charges for shipping, storage and delivery to the site of the Convention are the responsibility of the vendor.

Please consult with the BSA Meetings Manager or the Botany conference website at www.botany2001.org for technical specifications of insertions and for deadlines for submission of materials.

III. SPONSORSHIP POSTING ON THE BSA WEBSITE

Sponsorship posting will consist of a graphic (typically constructed by sponsor's art department), a URL of the sponsor's choosing (may be the website or a specific page on the website) and up to 25 words describing their company or services for BSA members and visitors to the site. The graphic must be a GIF file that measures up to 250 pixels wide x 100 pixels tall. Multiple frame or animated GIFs (up to 4 frames) are permitted, but are subject to BSA approval. Send materials via e-mail to bsa-manager@botany.org

IV. SPONSORSHIP ACCESS TO THE BSA MEMBERSHIP DATABASE

The BSA Membership Database contains mailing addresses, section affiliations and e-mail addresses for the members. A special access port will be provided to sponsors, which is not subject to a 20 name maximum. Up to 3 general mailings and/or e-mailings per year may be permitted using this data. Contact the BSA Business Manager for any further restrictions on the use of this data.

QUESTIONS

Ms. Kim Hiser (BSA Business Manager) or Ms. Johanne Stogran, (BSA Meeting Manager),

Botanical Society of America

1735 Neil Ave, Columbus, OH 43210-1293

Phone (614) 292-3579 Fax (614) 247-6444 E-mail: bsa-manager@botany.org