



2017 ESA Advertising Insertion Order Form

Contact Name _____

E-mail _____

Business Name _____

Address _____

Phone _____ Fax _____

By my signature below, I authorize the Entomological Society of America to place the following advertisement(s) in the following publication(s) as indicated. I have read the media kit and agree to abide by the policies and procedures as stipulated and agree to pay all monies due in full.

Signature _____ Date _____

Title _____

ESA Advertising Policies

- A written or electronic insertion order submitted by an advertiser or agency constitutes acceptance of all conditions set forth in this rate card.
- Cancellations must be received by ESA by the space reservation deadline.
- The advertiser whose signature appears on the insertion order is solely responsible for full payment of charges for any ad space or production costs.
- A 15% discount will be granted to recognized advertising agencies if payment is received within 30 days of the invoice date. There are no prepayment discounts.
- Full payment is to be received within 30 days or prepayment may be required for future advertisements. ESA reserves the right to request payment in advance for new and international advertisers.
- If payment is not received in full at the time of the order, an invoice will be generated for the remaining amount, as described in this media kit.
- All copy is subject to review and approval by ESA. Advertisers will be notified in writing of any cancellation or rejection.

Contact:

Cindy Myers at 301-731-4535 ext. 3001 or at cmyers@entsoc.org



2017 ESA Advertising Insertion Order Form

American Entomologist

Size: ☐ Outside Back Cover ☐ Inside Cover ☐ Full Page ☐ 1/2 Page (h) ☐ 1/2 Page(v)
☐ 2/3 Page ☐ 1/3 Page ☐ 1/4 Page ☐ 1/6 Page ☐ 1/8 Page

Issue: ☐ AE Spring ☐ AE Summer ☐ AE Fall ☐ AE Winter

Price per ad: _____ **American Entomologist Subtotal:** _____

ESA Website

Position: _____

Month(s): _____

Price per ad: _____ **Website Subtotal:** _____

ESA eNews

Position: ☐ Primary Banner ☐ Secondary Banner

Frequency: ☐ 1x ☐ 2x ☐ 4x ☐ 6x ☐ Other _____

Start Date: _____

Price per ad: _____ **eNews Subtotal:** _____

Journals

Size: ☐ Full Page ☐ 1/2 Page (h)

☐ *Annals of the ESA* Issue number: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

☐ *Environmental Entomology* Issue number: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

☐ *Journal of Economic Entomology* Issue number: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

☐ *Journal of Medical Entomology* Issue number: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

Price per ad: _____ **Journals Subtotal:** _____

Annual Meeting Program Book

Size: ☐ Outside Back Cover ☐ Inside Front Cover ☐ Inside Back Cover

☐ Full Page ☐ 1/2 Page (h) ☐ 1/2 Page(v) ☐ 1/4 Page

Price per ad: _____ **Annual Meeting Subtotal:** _____

Total: _____