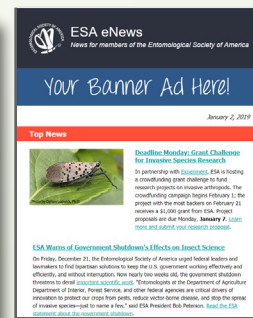
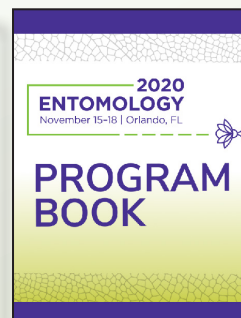
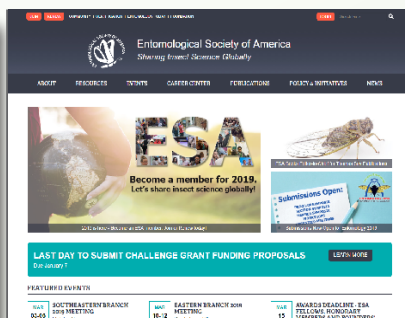
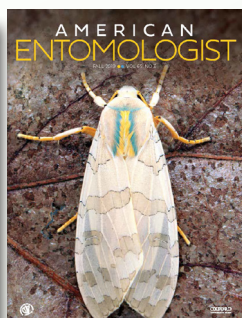
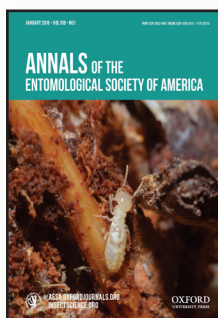




Sharing Insect Science Globally

2020 Media Kit



About the Entomological Society of America

ESA is the second largest organization in the world serving the professional and scientific needs of entomologists and colleagues in related disciplines. ESA's mission is to promote opportunities for entomologists and enable them to share their science globally. Our publications and Annual Meeting reach not only our more than 7,000 members, but many other professionals, teachers, and students who are involved with insect science.

Who reads ESA publications?

- Researchers
- Biologists
- Plant health professionals
- Professors and students
- Extension and IPM professionals
- Urban and structural entomologists
- Medical and veterinary entomologists
- Government employees
- Military personnel
- Collections managers
- Insect physiologists
- Pest control professionals
- Ecologists
- Ecotoxicologists
- Taxonomists

What do they purchase?

- Scientific books and journals
- Computer software and hardware
- Collecting supplies and storage equipment
- Electronic data recorders
- Insect control products and equipment
- Insects (dead and/or alive)
- Insect rearing supplies and equipment
- Insect traps
- Insect pinning, prep, and dissecting supplies
- Monitoring equipment
- IPM supplies and equipment
- Laboratory chemicals and equipment
- Microscopes and optical equipment
- Plant protection products
- Pheromones, semiochemicals, and syntheses



Sharing Insect Science Globally

ESA Advertising & Promotion Opportunities

The Entomological Society of America offers several opportunities for companies and organizations involved in biological sciences, publishing, or scientific supplies and equipment to reach our large and diverse audience of professionals and students.

American Entomologist

The Society's flagship magazine, *American Entomologist* reaches more than 7,000 ESA members and subscribers. It is a unique and colorful quarterly periodical that covers the broad and fascinating world of insects. Articles deal with all things entomological—from the history of bed bug management, to best educational practices, to future plans for sequencing insect genomes. *More information on pages 3 and 4.*

Annual Meeting

ESA's Annual Meeting on average draws from 3,300 - 3,500 attendees from here and abroad in all areas of insect-related science. Attendees receive printed program books and/or have access to mobile versions of the meeting program that they will use many times a day to plan their meeting experiences. Plus, there are a limited number of sponsorship opportunities and exhibit booth spaces available at the Annual Meeting. These are great ways to repeatedly get your message in front of your audience over a short period of time. *More information on page 9.*

ESA eNews Advertising/Sponsorship

eNews is ESA's bi-weekly e-newsletter that is emailed to more than 7,000 members. It contains timely information about the ESA Annual Meeting, members in the news, elections, award and scholarship opportunities, grant announcements, other scientific meetings, and "Buzz of the Week." *More information on page 5.*

Website Advertising

The ESA website, www.entsoc.org, features a wealth of information for anyone interested in the fascinating world of insects. It is an information-packed, searchable domain, and draws nearly 25,000 unique visitors with an average of more than 217,000 page views per month. *More information on page 6.*

Journal Advertising

The print versions of the four ESA research journals are a great and affordable way to reach an even more targeted audience. Each bi-monthly journal covers different areas of the entomological sciences so you can focus your message on those who are most likely to be interested in what you offer. *More information contact Cindy Myers (cmyers@entsoc.org).*

AMERICAN ENTOMOLOGIST

Your ad in *American Entomologist* will reach more than 7,000 readers involved with insect science, such as:

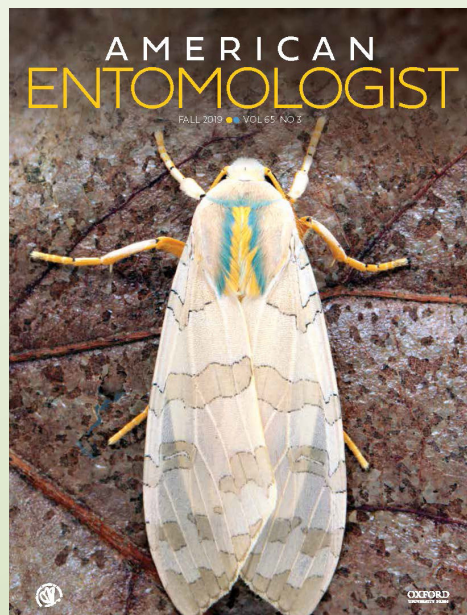
- **Researchers**
- **Plant health professionals**
- **Extension and IPM professionals**
- **Urban and structural entomologists**
- **Medical and veterinary entomologists**
- **Government employees**
- **Biologists**
- **Professors and students**
- **Ecologists**
- **Insect physiologists**
- **Taxonomists**
- **Collections managers**

American Entomologist is a unique and colorful quarterly magazine that covers the broad and fascinating world of insects. Feature articles deal with all aspects of entomology—from the history of bed bug management to best educational practices to future plans for sequencing insect genomes. The magazine also publishes:

- *Forum* – issues relating to the science of entomology
- *Education Connection* – a variety of topics that deal with teaching entomology
- *Postmarked: Extension, USA* – broad-based extension entomology issues
- *Buzzwords* – the humorous side of entomology
- *Heritage and From the Past* – the history of entomological science
- *What Is It?* – unusual photographs of insects as an identification puzzle
- *Research Briefs* – summaries of important research articles
- *Terminal Segment* – unique perspectives on all things entomological
- *Research* – original research of interest to a broad audience
- Book Reviews, Poems, Cartoons, and Obituaries

Print Circulation: 5,174 (2019)

Online Circulation (PDF): 11,900 (includes members, individual subscribers, and institutions)



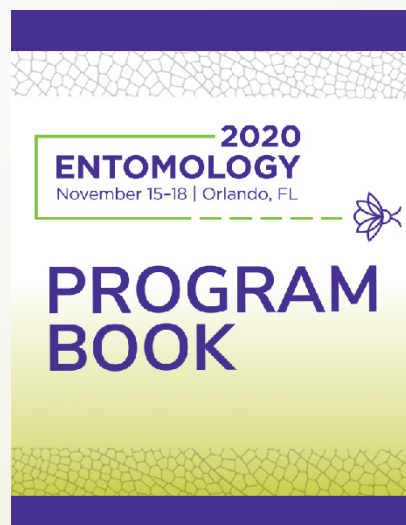
ESA Annual Meeting Marketing

Annual Meeting Program Book

Entomology 2020 will be held November 15-18, 2020 in Orlando, Florida. Connect with over 3,300 scientists and researchers from around the globe over the four science-filled days by placing an ad in the program book. The program book is an essential reference at the meeting and most attendees refer to their copy dozens of times prior to, throughout, and after the meeting, creating multiple exposure opportunities.

Rates		
Space	Ad Size	Price
OBC* (color)	7.25"x10"	\$1,835.00
IFC or IBC* (color)	7.25"x10"	\$1,575.00
1 page (b&w)	7.25"x10"	\$1,260.00
1/2 page (b&w)	7.25"x4.75" or 3.5"x10"	\$930.00
1/4 page (b&w)	3.5"x4.75"	\$600.00
1/8 page (b&w)	3.5"x2.375"	\$420.00

*Full page only



Specifications

- Page size is 8.25" x 10.875", allow additional .125" for bleed.
- Send high-resolution PDF or TIFF file with a proofing copy to cmymers@entsoc.org.
- Changes to furnished ads must be submitted no later than two business days prior to the artwork deadline. A non-commissionable fee may be required.

2020 Dates and Deadlines

Space reservation 7/31/2020 Artwork 8/24/2020

Every Annual Meeting registrant will receive the program book.

Exhibits - Exhibitors Recieve 20% off Program Book Advertising

Join over 3,300 attendees for one of the premier meetings of professionals who study insects — including researchers, teachers, extension service personnel, administrators, marketing representatives, research technicians, consultants, pest management professionals, students, and hobbyists. This is your exclusive chance to connect to key buyers of products and services for the entomological sciences. ESA's exhibit hall is the heart of the Annual Meeting. Traffic building events for the hall include: a not-to-be-missed Welcome Reception historically attended by approximately 85% of all attendees; scientific posters rotating daily; student-attracting club tables from leading universities; a complimentary Cyber Café; and more!

To pursue one or more of these options, please contact Cindy Myers at 301-731-4535 ext. 3001 or via email at cmymers@entsoc.org.

ESA Website Advertising

The ESA website, www.entsoc.org, is the portal to the entomological community. You can target your message based on our website sections.

Unique visitors: 24,660+ per month

Sessions : 44,550+ per month

Pageviews: 217,100+ per month

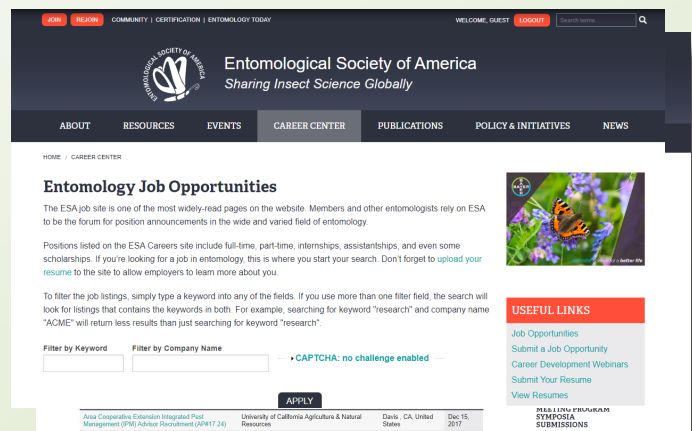
(The above statistics are from January 2019 - December 2019)

Ad Placement

One ad is displayed at a time in one website section, and the ad appears in all pages listed below within that section. Key readership sections are:

- About (Sections, Branches, Committees and Boards, Related Organizations, Bylaws and Governance, Advertising and Sponsorship)
- Events (Annual Meeting Page and Science Policy Events)
- Career Center (List of Jobs, Post a Job, Resume Database, Career Resources)
- Publications sub pages of Journals and Publish with ESA
- Policy & Initiatives (Science Policy and Position Statements)

Up to three ads may be sold for the same section, and ads are rotated so that a different ad is displayed each time the page is displayed. Ads are not displayed on the ESA home page.



Ad Rates (per website section)

30 days	60 days	90 days	180 days
\$500	\$800	\$1,000	\$1,500

Ad specifications

- 720 pixels (W) x 485 pixels (H), 72 ppi
- GIF or JPG format. Animations are not accepted.
- Links to your homepage or information site are included.
- Ads should be received via email at least five days before the first of the month.
- Email ads to cm Myers@entsoc.org

ESA e-News Sponsorship

Reach more than 7,000 ESA members frequently through our twice monthly e-News online newsletter.

Online circulation: 7,000

ESA offers two ways to reach these highly-involved recipients of our bi-weekly newsletter:

- 1) **Primary banner** is right below the eNews logo and draws attention from the recipient's preview pane, even before he or she opens the email.
- 2) **Secondary banner** is in the middle of the content or can be placed above a particular section, such as "Buzz of the Week."

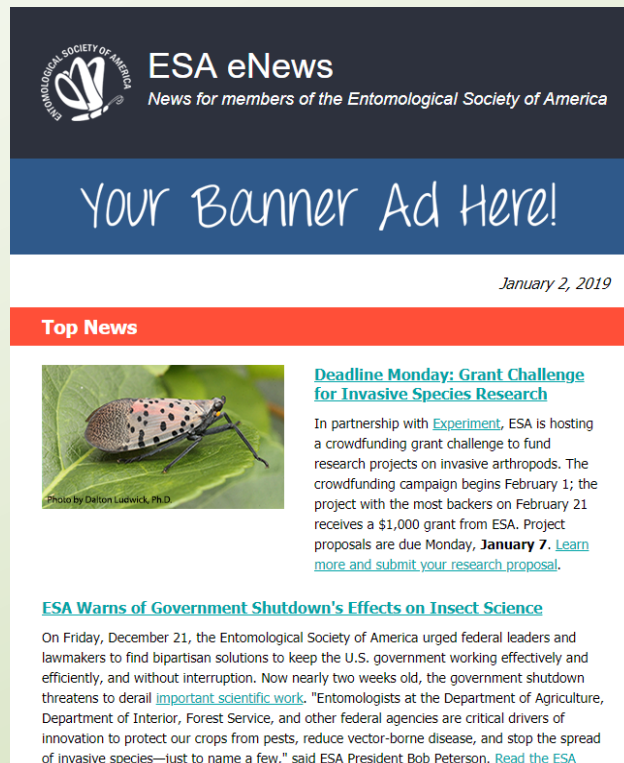
The bi-weekly eNews includes news and announcements covering:

- ESA Annual Meeting
- Job listings
- ESA Section and Branch activities
- Elections
- Awards and scholarships
- Grant and funding information
- Public affairs
- Members in the News
- Meetings & events calendar

Ad specifications

- 650 pixels (w) x 100 pixels (h), 72 ppi
- GIF or JPG format. Animations are not accepted.
- Links to your homepage or information site are included.
- Ad should be emailed to cmymers@entsoc.org at least five days before the issue.

Rates					
Opportunity	Location	1x	2x	4x	6x
Primary banner	Top of newsletter	\$400	\$700	\$1,200	\$1,800
Secondary banner	Amidst content	\$250	\$450	\$750	\$1,100



Scientific Journals

Annals of the Entomological Society of America

Target entomologists whose work focuses on basic research on insect biology. This journal is ideal for advertising products and services related to systematics, population biology, genetics, physiology, biochemistry, toxicology, morphology, histology, ecology, behavior, and arthropods in relation to plant disease. Mails on the first of the month in January, March, May, July, September, and November. **Print circulation: 120**

Environmental Entomology

Reach ecologists, biologists, physiologists, biological control experts, behavioral researchers, apiculturists, biochemists, toxicologists, insect pathologists, microbial control researchers, and systematists who study the interaction of insects with the chemical, biological, and physical aspects of their environments. Mails on the first of the month in February, April, June, August, October, and December. **Print circulation: 136**

Journal of Economic Entomology

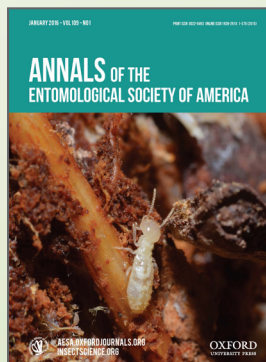
In the most cited of all entomology journals, connect with entomologists and other professionals working in crop protection, biological and microbial control, horticultural and forest entomology, insecticide resistance, toxicology, apiculture, household and structural insects, extension, commodity treatment, stored products, and biostatistics. Mails on the first of the month in February, April, June, August, October, and December. **Print circulation: 175**

Journal of Medical Entomology

Reach medical and veterinary entomologists, behavioral researchers, biochemists, biologists, biological control experts, forensic scientists, geneticists, insect pathologists, microbiologists, molecular biologists, physiologists, systematists, toxicologists, and others who all rely on this journal to help them deal with human and animal health. Mails on the first of the month in January, March, May, July, September, and November. **Print circulation: 119**

Rates per insertion (B&W only)				
Space	1x	2-3x	4-5x	6x
Inside back or back cover	\$500	425	365	310
Full page (6" x 8.5")	310	265	215	185
1/2 page (6" x 4.25")	170	145	115	100

For additional advertising including online banner ads and online table of contents, contact Cindy Myers at 301-731-4535 ext. 3001 or via email at cmyers@entsoc.org.





2020 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



2020 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: _____