Audience

Advertising with the Entomological Society of America provides a simple way to grow your customer base and communicate with a diverse group of entomology enthusiasts, from student to CEO.

Founded in 1889, ESA is the largest organization in the world serving the professional and scientific needs of entomology researchers, teachers, students, and hobbyists. Our website, publications, and Annual Meeting reach beyond our 7,000 members and include people from more than 200 countries and territories around the globe.

MEMBERSHIP CAREER SECTOR

![Circle chart showing membership distribution]

49% ACADEMIA
35% PRIVATE SECTOR
9% GOVERNMENT
7% MUSEUM, MILITARY, NONPROFIT, OTHER

Getting Started is Simple

Cindy Myers, ESA’s advertising expert, can provide an overview of the print and digital options that will help AMPLIFY YOUR MESSAGE.

CONTACT: cmyers@entsoc.org or (301) 731-4535, ext. 3001.

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 OR ALIVE)
- INSECT REARING SUPPLIES AND EQUIPMENT
- INSECT TRAPS
- INSECT PINNING AND DISSECTING SUPPLIES
- MONITORING EQUIPMENT
- IPM SUPPLIES AND EQUIPMENT
- LABORATORY CHEMICALS AND EQUIPMENT
- MICROSCOPES AND OPTICAL EQUIPMENT
- PLANT PROTECTION PRODUCTS
- PHEROMONES, SEMIOCHEMICALS, AND SYNTHESSES
Overview of Advertising & Promotion Opportunities

ESA offers a variety of advertising outlets, including both print and digital options. You can cast a wide net and share your message with our entire audience or target individuals in specific disciplines or career stages.

From emerging agtech startups to billion-dollar industry giants, a wide variety of publishers, equipment manufacturers, universities, and others have experienced success with these advertising opportunities.

ESA is ... “the preeminent scientific society for entomologists. [The society] incorporates a diverse group of scientists from industry and academia working in all branches of science using insects and arachnids.”

American Entomologist magazine

The society’s flagship magazine, American Entomologist provides an engaging, cover-to-cover reading experience. The magazine’s award-winning, colorful new design attracts readers at all career stages but has particularly high readership among students and early career professionals. Available in both print and online editions, American Entomologist is distributed to ESA’s 7,000+ members as well as online readers from around the world.

See page 3 for more information.

ESA’s Annual Meeting

Each year, the Annual Meeting draws more than 3,000 attendees from around the world for in-depth discussions of insect science. In a typical year, advertising opportunities are available in the print and mobile versions of the meeting program. A limited number of sponsorship opportunities and exhibit booth spaces are also available.

Like many conferences, ESA’s 2020 event switched to a virtual format as a result of the coronavirus pandemic. Opportunities for the 2021 conference may vary as we continue to innovate and adapt.

See page 5 for more information.

ESA Website

The ESA website, www.entsoc.org, offers a wealth of resources for anyone interested in the fascinating world of insects. It is an information-packed, searchable domain and draws nearly 18,000 unique visitors with an average of more than 200,000 views per month.

See page 7 for more information.

ESA eNews

ESA eNews is emailed to more than 7,000 members every other week—delivering a timely rundown of ESA’s current activities, upcoming events, member news, and announcements. All the latest news in one convenient place.

See page 8 for more information.
American Entomologist magazine

American Entomologist is a colorful quarterly magazine that covers the broad and fascinating world of insects.

Following its award-winning 2019 redesign, the magazine is seeing re-energized engagement from members and nonmembers alike. Print circulation increased 7% and online visits increased 27% in 2020. Feature articles deal with all aspects of entomology, including insect traps, entomology education, invasive species, diversity among scientists, and pollinator conservation.

American Entomologist was awarded the Association Media & Publishing 2020 EXCEL Award for its magazine redesign in 2019.

Print circulation: 5,540 (2020)
Online visits with content engagement: 22,508 (per month average in 2020)

Primary roles of American Entomologist readers:
- Research: 26%
- Teaching: 13%
- Pest Management: 11%
- Retired: 9%
- Extension: 6%
- Medical/Veterinary: 3%
- Consultant: 3%
- Other: 24%

Age range of American Entomologist readers:
- 30-39: 18%
- 40-49: 18%
- 50-59: 17%
- 60-69: 11%
- 70-79: 11%
- 80+: 11%
- <29: 3%
American Entomologist Ad Sizes & Rates (B&W)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover*</td>
<td>$1,400</td>
<td>$1,290</td>
<td>$1,175</td>
<td>$1,100</td>
</tr>
<tr>
<td>Inside front cover*</td>
<td>$1,400</td>
<td>$1,290</td>
<td>$1,175</td>
<td>$1,100</td>
</tr>
<tr>
<td>Inside back cover*</td>
<td>$1,290</td>
<td>$1,175</td>
<td>$1,040</td>
<td>$900</td>
</tr>
<tr>
<td>Full page (7.25” x 10”)</td>
<td>$1,175</td>
<td>$1,050</td>
<td>$980</td>
<td>$900</td>
</tr>
<tr>
<td>2/3 page (4.75” x 10”)</td>
<td>$960</td>
<td>$860</td>
<td>$740</td>
<td>$715</td>
</tr>
<tr>
<td>1/2 page horizontal (7.25” x 4.75”)</td>
<td>$745</td>
<td>$690</td>
<td>$650</td>
<td>$575</td>
</tr>
<tr>
<td>1/2 page vertical (3.5” x 10”)</td>
<td>$745</td>
<td>$690</td>
<td>$650</td>
<td>$575</td>
</tr>
<tr>
<td>1/3 page (2.25” x 10”)</td>
<td>$555</td>
<td>$480</td>
<td>$440</td>
<td>$400</td>
</tr>
<tr>
<td>1/4 page (3.5” x 4.75”)</td>
<td>$430</td>
<td>$390</td>
<td>$350</td>
<td>$330</td>
</tr>
<tr>
<td>1/6 page (2.25” x 4.75”)</td>
<td>$320</td>
<td>$285</td>
<td>$265</td>
<td>$250</td>
</tr>
</tbody>
</table>

4-COLOR ADS AVAILABLE IN ALL SIZES. Please add $400 to the rates above.

*Full page only

Specifications & Requirements

- Trim size is 8.25” x 10.875”, please allow additional .125” for bleed.
- Send high-resolution PDF or TIFF file with a proofing copy to Cindy Myers at cmyers@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.

Schedule & Due Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation and Artwork Due Date</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2021</td>
<td>January 12</td>
<td>March 12</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>April 9</td>
<td>June 10</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>July 8</td>
<td>September 14</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>October 8</td>
<td>December 9</td>
</tr>
</tbody>
</table>

Additional advertising opportunities, such as belly bands and cover tips, are available. Contact Cindy Myers at cmyers@entsoc.org or (301) 731-4535, ext. 3001.
ESA is ... “a society composed of highly-skilled professionals working together to further the knowledge and education of how arthropods in general and insects in particular interact from detrimental to beneficial ways in ecological and biological processes with themselves and all other organisms.”

ESA SURVEY RESPONDENT

ESA’s Annual Meeting

Entomology 2021 – Adapt. Advance. Transform. is scheduled for October 31–November 3 in Denver, Colorado. Connect with more than 3,300 scientists and researchers from around the globe by placing an ad in the program book. Every annual meeting registrant receives a copy of the book, which serves as an essential reference at the meeting. Most attendees refer to their copy dozens of times prior to, throughout, and after the meeting, creating multiple exposure opportunities.

Advertising in the Program Book can help you:

• Drive traffic to your exhibit hall booth
• Highlight a new product or program you’re introducing at the meeting
• Promote a specific booth event
• Increase brand awareness and recognition

Specifications & Requirements

• Trim size is 8.25” x 10.875”, please allow additional .125” for bleed.
• Send high-resolution PDF or TIFF file with a proofing copy to Cindy Myers at cmyers@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.

Program Book Ad Rates

<table>
<thead>
<tr>
<th>Space</th>
<th>Ad Size</th>
<th>B/W</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover*</td>
<td>7.25” x 10”</td>
<td>N/A</td>
<td>$1,835</td>
</tr>
<tr>
<td>Inside front cover*</td>
<td>7.25” x 10”</td>
<td>N/A</td>
<td>$1,575</td>
</tr>
<tr>
<td>Inside back cover*</td>
<td>7.25” x 10”</td>
<td>N/A</td>
<td>$1,575</td>
</tr>
<tr>
<td>Full page (b&amp;w)</td>
<td>7.25” x 10”</td>
<td></td>
<td>$1,260</td>
</tr>
<tr>
<td>1/2 page (b&amp;w)</td>
<td>7.25” x 4.75”</td>
<td></td>
<td>$930</td>
</tr>
<tr>
<td></td>
<td>or 3.5” x 10”</td>
<td></td>
<td>$1,330</td>
</tr>
<tr>
<td>1/4 page (b&amp;w)</td>
<td>3.5” x 4.75”</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>1/8 page (b&amp;w)</td>
<td>3.5” x 2.375”</td>
<td></td>
<td>$420</td>
</tr>
</tbody>
</table>

*Full page only

Because of the evolving nature of the coronavirus pandemic, the meeting format and printed program may change. Contact Cindy Myers at cmyers@entsoc.org or (301) 731-4535, ext. 3001 for the most up-to-date information and deadlines.
Exhibitors

Join more than 3,300 attendees for one of the premier meetings of professionals who study insects—including researchers, teachers, extension service personnel, research technicians, administrators, marketing representatives, consultants, pest management professionals, students, and hobbyists.

This is your exclusive opportunity to connect with key buyers of products and services for the entomological sciences.

ESA’s Exhibit Hall—the heart of the annual meeting, offers traffic-building events such as:

• the not-to-be-missed Welcome Reception—attended by approximately 85% of all attendees
• scientific posters—rotating daily
• club tables—attracting students from leading universities
• and much more!

ATTENTION EXHIBITORS!
RECEIVE
20% OFF PROGRAM BOOK ADVERTISING

85% OF ATTENDEES COME TO THE WELCOME RECEPTION

To pursue one or more of these options, contact Cindy Myers at cmyers@entsoc.org or (301) 731-4535, ext. 3001.
ESA is … “an organization that brings together academics, students, industry, government agencies, and all those interested in entomology, and provides a forum to discuss science and promote the profession. It is a tremendous platform that unites the field of entomology.”

ESA’s Website

The ESA website, www.entsoc.org, is the portal to the entomological community. Online ads can reach a targeted audience based on our website sections.

Ad Placement

Only one ad is displayed at a time in one website section—giving your company exclusive visibility. Your ad will appear in all of the pages within the section you purchase. Key readership sections are:

• About (branches, committees and boards, related organizations, bylaws and governance, and advertising and sponsorship)
• Events (annual meeting and science policy events)
• Career Center (list of jobs, post a job, resume database, and career resources)
• Publications (sub-pages of Journals and Publish with ESA)
• Policy & Initiatives (science policy and position statements)

Note: Banner ad placement is not available on the ESA home page.

Specifications & Requirements

• 720 pixels wide x 485 pixels high
• 72 ppi
• GIF or JPG format. Animations are not accepted.

Links to your homepage or information site are included.

Email ads to cmyers@entsoc.org.

Ad Rates per Website Section

<table>
<thead>
<tr>
<th></th>
<th>30 days</th>
<th>60 days</th>
<th>90 days</th>
<th>180 days</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$500</td>
<td>$800</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Statistics from 12/2019–12/2020
ESA eNews

Take your message directly to your audience's inbox with ESA's twice-monthly online newsletter. Embedded links can route traffic back to your website or informational video.

This bi-weekly online publication includes news and announcements covering the following topics:

- ESA's Annual Meeting
- Job listings
- ESA section and branch activities
- Elections
- Awards and scholarships
- Grant and funding
- Public policy
- Member news
- Meetings and events calendar

There are two banner ads available for purchase offering two different placements within the newsletter:

1. The **Primary Banner** ad is placed right below the eNews logo and draws attention from the recipient's preview pane, even before he or she opens the email.

2. The **Secondary Banner** ad is placed amidst the content or you may choose to place your banner ad above a specific section.

### Specifications & Requirements

- 600 pixels wide x 100 pixels high
- 72 ppi
- GIF or JPG format. Animations are not accepted.

Links to your homepage or information site are included.

Email ads to cmyers@entsoc.org.

### Banner Ad Rates (per website section)

<table>
<thead>
<tr>
<th>Banner/Location</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Banner</td>
<td>$400</td>
<td>$700</td>
<td>$1,200</td>
<td>$1,800</td>
</tr>
<tr>
<td>(top of newsletter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary Banner</td>
<td>$250</td>
<td>$450</td>
<td>$750</td>
<td>$1,100</td>
</tr>
<tr>
<td>(amidst the content)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COMPANY INFORMATION

CONTACT NAME: ________________________________

EMAIL ADDRESS: _______________________________

COMPANY NAME: ______________________________

STREET ADDRESS: ______________________________

CITY: ___________________________ STATE: ________ ZIP CODE: __________

TELEPHONE: ___________________________ FAX: _________________________

CARD NUMBER ___________________________ EXP. DATE __________

NAME OF CARD HOLDER: __________________________

SIGNATURE: ___________________________

BILLING ADDRESS:

CITY: ___________________________ STATE: ________ ZIP: __________

PAYMENT OPTIONS

TOTAL AMOUNT: $ ___________________________

☐ Send me an invoice. Provide contact information below (if different from above).

NAME ___________________________ COMPANY NAME ___________________________

ADDRESS: ______________________________

CITY: ___________________________ STATE: ________ ZIP: __________

CARD NUMBER ___________________________ SECURITY CODE __________________________

☐ Pay by check in U.S. funds made payable to: Entomological Society of America

☐ Pay by credit card: Payments may be made over the phone by calling Cindy Myers at (301) 731-4535, ext. 3001.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

EXP. DATE __________ EXPIRY MONTH __________

NAME OF CARD HOLDER: __________________________

SIGNATURE: ___________________________

BILLING ADDRESS:

CITY: ___________________________ STATE: ________ ZIP: __________

ESA Annual Meeting Program Book (Print)

Cover(s): ☐ Inside front cover ☐ Inside back cover

Ad size: ☐ Full pg ☐ 1/2 pg H ☐ 1/2 pg V ☐ 2/3 pg

☐ 1/3 pg ☐ 1/4 pg ☐ 1/6 pg ☐ 1/8 pg

4-color process: ☐ add $400 per ad

Cost(s) (Refer to pg. 4 for pricing): $ __________________________

American Entomologist Total: $ __________________________

ESA Website (Digital)

Frequency: ☐ 30 days ☐ 60 days ☐ 90 days ☐ 180 days

Month(s): ___________________________

Cost(s) (Refer to pg. 7 for pricing): $ __________________________

ESA Website Total: $ __________________________

ESA eNews (Digital)

Position: ☐ Primary Banner ☐ Secondary Banner

Frequency: ☐ 1x ☐ 2x ☐ 3x ☐ 4x ☐ Other: ___________________________

Start Date: ___________________________

Cost(s) (Refer to pg. 8 for pricing): $ __________________________

ESA eNews Total: $ __________________________

TOTAL: $ __________________________

By signing below, I authorize the Entomological Society of America to place the above marked advertisement(s) in the above marked publication(s) as indicated.

SIGNATURE: ___________________________

TITLE ___________________________ DATE __________

ADVERTISING POLICIES & PROCEDURES

☐ I have read and agree to abide by the policies and procedures as stipulated above and agree to pay all monies due in full.