Society for Industrial and Applied Mathematics
3600 Market Street, 6th Floor, Philadelphia, PA 19104-2688 USA
Phone +1-215-382-9800 x364 • Fax +1-215-386-7999 • marketing@siam.org • www.siam.org/advertising/
SIAM News is a tabloid-size newsmagazine with a circulation of almost 15,000. The subscribers—applied mathematicians and computational scientists, computer scientists, engineers, physicists, and statisticians—are employed in industry, government, and academia. In addition, each of SIAM’s almost 500 academic members and corporate members receive multiple subscriptions to SIAM News.

Subscribers count on SIAM News to keep them up to date on issues affecting the applied and computational mathematics community. Articles include reports of progress and breakthroughs in research; technical overviews written by experts in a wide range of disciplines; news about people, university programs, legislation, and funding affecting the mathematical sciences community; and much more. Readers consistently describe SIAM News advertisements as an important source of information on software, books, and jobs.

**Circulation**
15,000*
Includes all SIAM members plus additional subscribers. Actual readership is significantly higher due to library and pass-along readership.

**Subscriber Demographics** **

**Employment**
- Academe: 76%
- Industry: 13%
- Government: 7%
- Other: 4%

**Geographical Breakdown**
- United States: 66%
- Europe: 17%
- Canada & Mexico: 4%
- Asia & Africa: 8%
- Central & South America: 3%
- Australia & New Zealand: 1%
- Middle East: 9%
- Russia: 1%

**Purchasing Patterns**
In the past 12 months, over 35% of all SIAM members have purchased books or other publications from SIAM.

**Education**
- Highest Academic Degree Achieved:
  - Ph.D.: 87%
  - Master’s: 10%
  - Bachelor’s: 1%
  - Unknown: 2%

**Some Areas of Specialization**
- Computational mathematics
- Linear algebra and matrix theory
- Ordinary differential equations
- Partial differential equations
- Optimization
- Numerical analysis
- Computer science
- Statistics

**Special Positions**
- Back page — 20% surcharge
- All other positions — 10% surcharge

**Agency Commissions**
A 15% discount off gross billing is extended to recognized advertising agencies for display and classified display advertising. The insertion order and payment must be made by the advertising agency, not the ultimate advertiser. Commissions are not allowed on production charges or on regular classified ads and announcements.

**Rate Policy**

**Cancellations**
Advertisers will be billed for ads cancelled after closing dates. Frequency rates are determined by the total number of insertions contracted to run within a 12-month period beginning with the first date of insertion.

**Shortrates**
Advertisers will receive an adjusted invoice if they don’t run the minimum number of insertions needed to obtain the frequency discount upon which the original billing was based.

**Rebates**
Advertisers who run more insertions than originally contracted and who reach the next frequency discount level will be rebated the difference between what they paid and what they actually earned.

*Average circulation throughout 2015; subject to change as updates are made to the database daily.

**Based on individuals reporting demographic information on their SIAM profile.**
## Recruitment Advertising

**Classified (line ads)**

Classified advertisements are reserved for professional positions. Classified line advertisements placed in *SIAM News* can also be accessed through SIAM’s web site beginning with the date the issue is mailed. There is no extra charge for posting to the web; ads remain on the web for one month. Links are activated for web ads where possible. Classified ads may be edited to conform to *SIAM News* format. Ads can be for professional opportunities or for positions wanted. See “Deadlines.” Fee is based on word count.

Submit your ad via e-mail to marketing@siam.org; please include the text for the ad, the issue(s) in which the ad should be placed, and the complete billing address, phone number, and contact person.

Rate: $3.15 per word ($395 minimum)

## Classified Display

Classified display advertisements are display advertisements for professional opportunities that appear on the classified advertising pages of *SIAM News*. Classified advertisements placed in *SIAM News* can also be accessed through SIAM’s web site beginning with the date the issue is mailed. There is no extra charge for posting to the web; ads remain on the web for one month. Links are activated for web ads where possible. The web version of the display ads closely approximate the appearance of the ads in *SIAM News*. Sizes are based on a four-column format. One classified column inch equals 2½” x 1”. A two-column ad is 4½” x 1”; a three-column ad is 7½” x 1”; a four-column ad is 9½” x 1”. See “Deadlines.”

Rate: $120 per column inch (rounded up to the nearest full inch)

## Announcements

An announcement is any advertisement for an event (such as a conference), a new product, or a new policy. All announcements placed in *SIAM News* can also be accessed through SIAM’s web site beginning with the date the issue is mailed. See “Deadlines.” There is no extra charge for posting to the web; ads remain on the web for one month.

Rate: $2.15 per word ($300 minimum)

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### Rates and Deadlines

<table>
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<tr>
<th>Issue</th>
<th>Type of Ad</th>
<th>Space Reservation</th>
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</table>
Mailing List Information

Counts

- Entire Database: 184,453
- U.S.A. only: 118,999
- Outside U.S.A.: 65,454

Profile of SIAM

The Society for Industrial and Applied Mathematics maintains current addresses for all society members, conference attendees, and journal and SIAM News subscribers. These mailing lists are available for purposes consistent with SIAM's objectives, which are:
- to further promote the application of mathematics to science and industry;
- to promote basic mathematical research leading to new methods and techniques useful to industry and science;
- to provide media for the exchange of information and ideas between mathematicians and other technical scientific personnel.

Rates

- **Members** (individual and institutional): $235/M
- **Non-Members** (inquiries, conference attendees, book purchasers, etc.): $200/M (Rate applies only when “non-members only” is specified)
- **Conference Attendees**: $150/M (Rate applies only when exhibitor purchases attendee list for the conference at which they exhibited)
- **Keycode**: $5/M
- **Names Outside the United States**: $15/M

**MINIMUM ORDER $250 OR 1000 NAMES**

Additional Selections

Please contact the SIAM Marketing Representative for rates on any combination of: market interest codes, activity group members, subscriber lists, and/or conference attendees.

Ordering Information

- Lists are rented for one-time use only; no part may be copied for re-use.
- Nth selections and/or random selections are not available at this time.
- All orders must state exact list required, rate, and shipping method requested.
- A sample mailing piece must be included with your order. All mailing pieces must be approved by the executive director or a designee prior to processing.
- Agent discounts will not be extended.
- A list rental agreement must be completed to receive lists electronically.
- Orders may need to be prepaid.
- E-mail address lists are not available.

*Note: All selections can be merged and de-duplicated. The following geographic selections are available: U.S.A., Canada, or worldwide.*

Turnaround

Please allow 10 business days from the date order is received to date of shipment from SIAM. We will do our best to accommodate rush orders.

SIAM Selections

- **SIAM Members** (individual): 12,831
- **SIAM Members** (organizations): 501
- **SIAM News Subscribers**: 14,680

SIAM Activity Group Members

- Algebraic Geometry: 268
- Analysis of Partial Differential Equations: 646
- Applied Math Education: 241
- Computational Science & Engineering: 2,999
- Control and Systems Theory: 624
- Data Mining: 633
- Discrete Mathematics: 603
- Dynamical Systems: 1,131
- Financial Mathematics and Engineering: 558
- Geometric Design: 151
- Geosciences: 462
- Imaging Science: 559
- Life Sciences: 720
- Linear Algebra: 688
- Materials Science: 248
- Mathematics of Planet Earth: 87
- Nonlinear Waves and Coherent Structures: 247
- Optimization Theory: 1,065
- Orthogonal Polynomials: 159
- Supercomputing: 722
- Uncertainty Quantification: 544

SIAM Journal Subscribers

- **SIAM Review**: 10,178
- Applied Dynamical Systems: 953
- Applied Mathematics: 1,503
- Computing: 1,312
- Control and Optimization: 1,324
- Discrete Mathematics: 1,168
- Financial Mathematics: 877
- Imaging Science: 946
- Mathematical Analysis: 1,262
- Matrix Analysis and Applications: 1,154
- Multiscale Modeling & Simulation: 1,003
- Numerical Analysis: 1,416
- Optimization: 1,160
- Scientific Computing: 1,233
- Theory of Probability and Its Applications: 1,075

The counts above are totals; demographic breakdowns will reduce quantities.

Counts are based on August 2015 data and are subject to change as updates are made.
# Market Interest Codes

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The counts above are estimated totals. There is some duplication between codes. Further demographic selection criteria will reduce quantity. Counts are based on August 2015 figures and are subject to change as updates are made daily.

## Topics of Recent SIAM Meetings

Meeting attendees are available as a separate list or for merging with other selections.

- Applied Linear Algebra
- Applied Mathematics Education
- Computational Science and Engineering
- Combinatorial Scientific Computing
- Control and Its Applications
- Data Mining
- Discrete Algorithms
- Discrete Mathematics
- Dynamical Systems
- Financial Mathematics
- Geometric Design and Computing
- Geometric and Physical Modeling
- Geosciences
- Imaging Science
- Life Sciences
- Materials Science
- Math for Industry
- Nonlinear Waves
- Optimization
- Parallel Processing for Scientific Computing
- PDEs
- Uncertainty Quantification
Mailing List Rental Agreement

This agreement, made this _____ day of __________________ , between the SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS (hereinafter referred to as SIAM) and ________________________________ (hereinafter referred to as the LIST RENTER) establishes the following terms and conditions:

The LIST RENTER will receive names and addresses from the SIAM database in electronic/digital format for the following promotion: ______________________________________________ , and agrees that these names are the exclusive property of SIAM. Because this list is valuable property and is of a highly confidential nature, the LIST RENTER agrees not to disclose, transfer, duplicate, reproduce, or retain in any form or manner whatsoever, all or any portion of the mailing list(s), nor permit any third party, agent, employee, or contractor and their respective agents and employees to do so.

The one time (only) use of a list(s) shall be limited solely and exclusively to the agreed-upon offer as described in this letter of agreement and the sample mailing piece provided to SIAM. If multiple usage is required, SIAM must be advised beforehand of the details, including the date of the mailing, and the LIST RENTER must pay for such usage.

SIAM agrees to provide an email attachment directly to the mailhouse or service company designated by the LIST RENTER which may be responsible for the merge/purge of the SIAM list with any other list(s). This third party must agree to all of the above conditions set herein and authorized below by a duly appointed representative.

Mail piece makes no claims or implications that the offer or organization is in any way endorsed by SIAM, and should not include the SIAM organization’s name or logo, without prior written approval from SIAM.

List Renter __________________________________________ Date ________________________
Authorized Signature ________________________________ Title ________________________

Mailhouse __________________________________________ Date ________________________
Authorized Signature ________________________________ Title ________________________

List Owner _________________________________________ Date ________________________
Authorized Signature ________________________________ Title ________________________
## Advertisement Order

### Art Supplies
- **Journal Advertisements**:
  - Journal(s): 
  - Rate: $________
  - Artwork Specifications: grayscale PDF. Add $500 per ad for 4 color process
- **Journal(s):___________ Rate: $________
- **Special Advertising Offers**
- **Conference Program Ads**:
  - Conference: _______ Rate: $____
  - Art dimensions: 7.5” x 9.5”
  - Artwork specifications: grayscale PDF
  - Art deadline: 6 weeks prior to the conference date

### General Advertising Policies
- **Frequency Discounts**
  - Frequency Discounts 5%: three (3) issues per 12-month period 10%:
  - six (6) issues per 12-month period 15%: ten (10) issues per 12-month
  - period 20%: ten (10) issues of SIAM News plus four SIAM journal or
  - conference program ads per 12-month period
- **Agency Commission**
  - A 15% discount off gross billing is extended to recognized advertising
  - agencies for all advertising except for classified ads or announcements.
  - Commissions are not permitted on production charges. Advertising
  - agency discounts are not extended to Mobile App Support.
- **Material Requirements**
  - PDF is preferred for all artwork. For SIAM News classified ads and
  - announcements, a Word document is preferred.
- **Cancellation Policy**
  - No refunds on ads cancelled after space reservation due dates.
  - Cancellations must be received in writing.
- **Advertising Policy**
  - SIAM reserves the right to reject sponsorships and/or artwork submissions.
- **Composition and Design**
  - SIAM will prepare banner advertisements for those who can not provide
  - artwork. There is a minimum $75 charge, and complete quotes will be given
  - after a review of all work involved.
  - Advertising agency discounts are not extended to Mobile App Support.
- **Send insertion order and artwork files to the Marketing Representative at marketing@siam.org.**

### Payment
- You may pay by check, credit card, or wire transfer.
- Check made payable to SIAM.
- Credit card (VISA, MasterCard, Discover, or American Express)
- Card type: __________ Expiration date: __________
- Card number: __________
- Signature: __________
- Wire transfer information can be provided upon request.

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### Conference Program Ads
- Conference: _______ Rate: $____
- Art dimensions: 7.5” x 9.5”
- Artwork specifications: grayscale PDF
- Art deadline: 6 weeks prior to the conference date

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### Payment
- You may pay by check, credit card, or wire transfer.
- Check made payable to SIAM.
- Credit card (VISA, MasterCard, Discover, or American Express)
- Card type: __________ Expiration date: __________
- Card number: __________
- Signature: __________
- Wire transfer information can be provided upon request.
Conferences Exhibit Form

Conference:

Dates / Location:

The COMBINED EXHIBITS are an integral part of SIAM meetings and the location and arrangement of the exhibits allow free access throughout the meeting. Exhibits are a very important part of every SIAM meeting, both for the exhibitors and for those attending the meeting. We anticipate well-attended meetings and hope you will participate at some or all of them.

Publisher/Organization Information

Publisher

Address

City State Zip

Phone Fax E-mail

Contact Name Title

Signature Date

Exhibit Information

Please list the number of unique titles for each book, journal, and/or promotional piece that you wish to display at the combined exhibit:

Books

Journals

Promotional literature:

We are Exhibiting:

- Booth (available only at Annual Meeting) $1455
- Individual table $715
- Up to four (4) tables $1045
- Book(s) $85 per title
- Journal(s) $105 per journal volume
- Journal(s) $85 per journal issue
- Promotional literature $105 per 300 copies of item
- Registration packet insert $715
- Final program advertisement $925
- Stand-up poster $115

Total Amount Due

Payment

You may pay by check, credit card or wire transfer.

- Check made payable to SIAM.
- Credit card (VISA, MasterCard, American Express, or Discover)

Card type: Expiration date:

Card number: Signature:

Wire transfer information can be provided upon request.

Information/Instructions

- Payment is due upon receipt of this contract.
- It is understood that books displayed at Combined Exhibits will not be returned, but will be donated to a local college or university or to students attending the conference.
- Do not send shipments to SIAM. Shipping instructions will be sent to you upon receipt of this contract.
- SIAM will not be held liable for loss of, or damage to, any combined book and journal exhibit materials.
- All fees are nonrefundable.
- Shipments should arrive at the hotel no more than 2–4 days before the start of the conference. If the shipment arrives more than four days before the conference begins, a storage fee will incur.
- The location of the exhibits at a conference is determined by the conference director based on the structure of the conference and the hotel.
- If a drayage company is used, exhibitors may be responsible for material handling charges and the due dates will be determined by the drayage company.
- Tabletop exhibitors may cancel exhibit space up to five days prior to the conference start date. Cancellations must be received in writing.

Please return this contract with book titles, prices, and authors to the address below, Attn: Marketing Representative.
SIAM invites you to show your support of the scientific community by being a sponsor at one or more of our conferences. (See the 2016 conferences/events calendar enclosed and also at www.siam.org/meetings/calendar.htm for more information).

Circle one or more of the sponsorship opportunities listed below in which your organization is interested and return this contract or contact us **nine weeks** prior to the meeting. All sponsorships must be paid in full 30 days prior to conference date.

All sponsors are acknowledged in the final program and on the conference website.

### Conference Sponsorship Contract

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSTER SESSION SPONSOR</td>
<td>Sign at registration; full-page ad in final program; recognition in conference app. The sponsorship amount reflects the addition of food, light appetizers, or beverage.</td>
</tr>
<tr>
<td><strong>$30,000</strong></td>
<td></td>
</tr>
<tr>
<td>Select meetings</td>
<td></td>
</tr>
<tr>
<td>MOBILE APP EXCLUSIVE SPONSOR</td>
<td>Recognition in conference app; final program and conference website.</td>
</tr>
<tr>
<td><strong>$3,500</strong></td>
<td>Materials Science (MS16), Imaging Science (IS16), Nonlinear Waves (NW16)</td>
</tr>
<tr>
<td><strong>$7,000</strong></td>
<td>Annual Meeting (AN16)</td>
</tr>
<tr>
<td>PLATINUM — Welcome Reception Sponsor</td>
<td>Signage at reception; two full registrations; full-page ad in final program; two-hour reception; opening night of the conference; recognition in conference app. Features: appetizers &amp; snacks; each attendee gets ticket for one free drink then cash bar.</td>
</tr>
<tr>
<td><strong>$25,000</strong></td>
<td>Any SIAM Conference or Meeting</td>
</tr>
<tr>
<td>DIAMOND — Internet Café Sponsor</td>
<td>Signage at internet café; company logo on computers' wallpaper/ landing page; full-page ad in final program; recognition in conference app.</td>
</tr>
<tr>
<td><strong>$20,000</strong></td>
<td>Annual Meeting</td>
</tr>
<tr>
<td>GOLD — Pad or Pen in Attendee Bag</td>
<td>Approximately 1000–1300 items imprinted and distributed with your logo or message; recognition in conference app.</td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
<td>Any SIAM Conference or Meeting</td>
</tr>
<tr>
<td>SILVER — Refreshment/Coffee Break</td>
<td>One standard refreshment/coffee break (coffee, tea, water); signage during the break; full-page ad in final program; recognition in conference app. To add food, pricing will be determined in conjunction with the site of the conference.</td>
</tr>
<tr>
<td><strong>$4,500</strong></td>
<td>Any SIAM Conference or Meeting</td>
</tr>
<tr>
<td>SUPPORTER</td>
<td>Sign at registration; one free registration; recognition in conference app.</td>
</tr>
<tr>
<td><strong>$1,500</strong></td>
<td>Any SIAM Conference or Meeting</td>
</tr>
<tr>
<td>ADVOCATE</td>
<td>Sign at registration; recognition in conference app.</td>
</tr>
<tr>
<td><strong>$750</strong></td>
<td>Any SIAM Conference or Meeting</td>
</tr>
</tbody>
</table>

### BILLING AND PAYMENT INFORMATION

SIAM conference that you wish to sponsor: ___________________________________________________________

**Company Information** (please print the company name as you would prefer it to appear in acknowledgements, etc.)

**Company Name** _____________________________________________________________________________

**Company Address** __________________________________________________________________________

**Contact Name** _____________________________________________________________________________ Title _____________________________________________________________________________

**Phone** _____________________________________________________________________________ **Fax** _____________________________________________________________________________ **E-mail** _____________________________________________________________________________

**Signature** _____________________________________________________________________________ **Date** _____________________________________________________________________________

Make checks payable to “SIAM” or include your credit card information here.

Credit card type: **VISA** __ **Mastercard** __ **American Express** __ **Discover** __

Card number ________________________________________________________________________________ **Expiration** _____________________________________________________________________________

**Signature** _____________________________________________________________________________

My check is: ○ Enclosed ○ To come ○ Invoice ○ Wire transfer

Wire transfer information can be provided upon request.

Please return this contract with payment to the address below, Attn: Marketing Representative.
SIAM invites you to sponsor student travel!

Students benefit enormously from attending and participating in SIAM meetings.

Student travel sponsorships are in the amount $750; however, in cases in which intercontinental travel is required, the award is increased to $900. This includes $100 to cover the student registration and $650/$800 to reimburse travel expenses. The sponsorship amounts should be $750/$900 or multiples of $750/$900. The deadline for sponsoring student travel is three (3) months prior to the conference(s) of your choice.

Students who are selected to receive travel support will be given a list of organizations that made support possible for that meeting. Sponsors will be given a list of student awardees for that meeting.

All sponsors are recognized on site with a large sign in the registration area and on the conference website.

☐ Yes, I would like to sponsor student travel in the total amount of $________________ for the following SIAM conference(s):

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

BILLING AND PAYMENT INFORMATION

Company Information (please print the company name as you would prefer it to appear in acknowledgements, etc.)

Company Name ________________________________________________________________
Company Address __________________________________________________________________

Contact Information

Name ___________________________________________ Title _____________________________
Phone ___________________________ Fax ___________________________ E-mail ___________________________
Signature ___________________________ Date ___________________________

Payment Method

<table>
<thead>
<tr>
<th>My check is:</th>
<th>Enclosed</th>
<th>To come</th>
<th>Invoice</th>
<th>Wire transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISA</td>
<td>MasterCard</td>
<td>American Express</td>
<td>Discover</td>
<td></td>
</tr>
</tbody>
</table>

Acct #:__________________________ Exp: _____/_______

Wire transfer information can be provided upon request.

Please return this form with payment to the address below, Attn: Marketing Representative.

The subscribers of the digital products are individuals, corporate, and academic SIAM members. SIAM members may opt-in to receive e-mail notifications when a new issue of SIAM News Online is posted, or when a new print or e-journal issue is available.

**SIAM News Online**

The prestigious newjournal is now available in digital form. The URL is: [http://sinews.siam.org/](http://sinews.siam.org/)

<table>
<thead>
<tr>
<th>Product</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Position Stand Alone Banner ad-30 days</td>
<td>$500.00</td>
</tr>
<tr>
<td>Bottom Position Stand Alone Banner ad-30 days</td>
<td>$350.00</td>
</tr>
<tr>
<td>Exclusive Sponsor Banner ad-30 days</td>
<td>$750.00</td>
</tr>
<tr>
<td>Add-on to any print ad-30 days</td>
<td>$_______</td>
</tr>
</tbody>
</table>

There is a 10% discount on SIAM News Online banner advertising if you have placed a print SIAM News ad within 12 months.

**Frequency:**

The new issues of SNO are posted 10x a year. All issues except for the January/February and July/August issues are transmitted on the 1st of each month. The two combined issues are posted approximately the 20th -25th of the month.

**Circulation:** 15,000+

**Artwork:** The banner ads are 277 x 300 pixels. Format: png, jpg, or gif.

**Sponsor SIAM Journal eTable of Content (eTOC) Alerts**

SIAM publishes 16 journals in areas of applied math and computational science. Approximately 30,000 emails are sent per year. SIAM journal details can be found at [http://www.siam.org/journals/](http://www.siam.org/journals/).

**Rates:** The primary (top) banner rate is $250/M, the closing (bottom) banner rate is $200/M exclusive sponsorship rate is $275/M. The minimum order amount is $500.

**Artwork:** 600 x 299 pixels. Format: png or jpg.

**Mobile App Support @SIAM Conferences**

Conference attendees rely on SIAM’s mobile app to navigate the meeting, locate a speaker, find another participant, and schedule their days. This creates the perfect medium for your organization to connect with tech-savvy attendees in SIAM’s highly focused fields. Plug www.tripbuilder.com/siam2015 into your phone’s browser.

Mobile support is available at these 2016 meetings:

- **$3,500 each (exclusive):**
  - Materials Science (MS16), Imaging Science (IS16), Numerical Waves (NW16)

- **at $7,000 (exclusive):**
  - Annual Meeting (AN16)

Partial and exclusive support will be considered. The app can be found at the App Store and Google Play. The app is called SIAM Events.

**Artwork Submission Requirements**

All artwork may be sent via e-mail to [marketing@siam.org](mailto:marketing@siam.org). For SIAM News Online, eTOC Alerts, and Unwrapped the artwork deadline is 14 days prior to the transmission date.

**Agency Commission**

A 15% discount off gross billing is extended to recognized advertising agencies. Commissions are not allowed on production charges or Mobile support.

If you need further information regarding the creation or artwork specifications of your ad, contact marketing@siam.org. If artwork needs any alterations, a minimum $50 fee will be charged in addition to the cost of space. Composition and Design SIAM will prepare advertisements for those who cannot provide artwork. There is a $75 minimum charge, and complete quotes will be given after a review of all work involved.

**Advertising Policy**

SIAM reserves the right to reject or approve all sponsorships and/or artwork submissions.
**SIAM News** is a tabloid-size newsmagazine with a circulation of almost 15,000. The subscribers—applied and computational mathematicians, computer scientists, engineers, physicists, and statisticians—are employed in industry, government, and academe. In addition, each of SIAM’s almost 500 academic members and corporate members receive multiple subscriptions to SIAM News. Subscribers count on SIAM News to keep them up to date on issues.

For advertisement rates & sizes see [SIAM News Rates and deadline page](#).

**Circulation:** 15,000

**Conference Programs**
The conference programs are distributed to attendees at most SIAM conferences and national meetings. A limited number of display advertisements are accepted for final programs. Only full-page, black and white ads are available.

**Rate:** $925

**Advertisement size:**
7.5” x 10”
(Trim size: 8.5” x 11”)

**Circulation:** 300-1,300
(varies by conference)

**Journals**
SIAM publishes print issues of 12 of the world’s leading applied mathematics journals. Space ads in these journals or direct mail campaigns to journal subscriber lists will help you target very specific audiences, whether you are a publisher, hardware or software supplier, or scientific instrument manufacturer.

**Rates:** $780 per full-page advertisement

**Advertisement size:**
5.5” x 8.5”
File size: 5.5” x 8.5” (no bleed) Trim size: 7” x 10”

**Circulation:** SIAM Review 11,000
All other journals 1,000-1,500

**Artwork Submission Requirements**
PDF is preferred for all print advertisements. The ads should be at 100% of actual size, all text black, if possible. PDF files must be created in press quality. The journal and conference program artwork are grayscale only. For SIAM News art PDF is preferred, grayscale or CMYK at 100% of actual size. For color ads: add $200 per ad for spot color (PMS 3282 green only). Add $500 per ad for four-color process.

Ads may be sent via e-mail to marketing@siam.org.

**Agency Commission**
A 15% discount off gross billing is extended to recognized advertising agencies. Commissions are not allowed on production charges.

If you need further information regarding the creation or artwork specifications of your ad, contact marketing@siam.org. If artwork needs any alterations, a minimum $50 fee will be charged in addition to the cost of space. Composition and Design SIAM will prepare advertisements for those who cannot provide artwork. There is a $75 minimum charge, and complete quotes will be given after a review of all work involved.

**Advertising Policy**
SIAM may reject any advertisement not considered suitable for publication.