

Company \_\_\_\_\_ Client (if applicable) \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

## Digital Advertising

### SIAM Unwrapped: monthly e-newsletter to members

**Issue:** \_\_\_\_\_  
**Position:**  
 Primary \$1,855  
 Closing \$1,145  
**Circulation:** 40,000  
**Artwork deadline:** The second Monday of each month.  
**Artwork specifications:** 650 x 80 pixels.  
**Format:** JPEG.

### Banner Ads on SIAM News Online

**Issue:** \_\_\_\_\_  
**Position:**  
 Hero banner \$3,570  
 Top Sidebar \$540  
 Lower Homepage \$385  
 Bottom Homepage \$385  
 Lower current page \$385  
**Audience:** 20,000 pageviews per month.  
**Date(s) posted:** \_\_\_\_\_  
**Artwork deadline:** Within three (3) days of desired posting date.  
**Artwork specifications:** Hero banner: 1,900 x 625 pixels.  
**Top sidebar banner:** 355 x 425 pixels.  
**Two Lower banner ads:** 1,098 x 155 pixels.  
**Format:** PNG, JPEG, GIF or animated GIF. Animated GIF files must be less than 1MB.  
**Frequency:** 30 day posting.

### Banner Ads on Job Board

**Position:**  
 Top Leaderboard: \$759  
 Top Sidebar: \$359  
**Audience:** 10,000 visitors per month.  
**Date(s) posted:** \_\_\_\_\_  
**Artwork deadline:** Within three (3) days of desired posting date.  
**Artwork specifications:** Top leaderboard: 728 x 90 pixels, top sidebar: 250 x 250 pixels.  
**Format:** PNG or JPEG.  
**Frequency:** 30 day posting.

### SIAM News Email Notification

**Position:**  
 Midway \$515  
 Closing \$295  
**Issue:** \_\_\_\_\_  
**Circulation:** 40,000.  
**Artwork specifications:** 650 x 80 pixels.  
**Format:** JPEG or PNG.  
**Frequency:** SIAM News publishes ten (10) times a year: January/February, March, April, May, June, July/August, September, October, November, and December. The issues mail

the first of the month, except for the January/February and July/August issues which mail approximately the 20th to 25th of the month.

### Sponsor SIAM Journal eTOC Alerts

**Issue(s):** \_\_\_\_\_  
**Position:**  
 Primary \$295/M  
 Bottom \$235/M  
 Exclusive \$315/M  
**Circulation:** SIAM Review 13,500 and all other journals 1,000-1,500.  
**Artwork deadline:** Five (5) days prior to transmission.  
**Artwork specifications:** 600 x 299 pixels.  
**Format:** PNG or JPEG.  
**Frequency:** Varies by journal.

### SIAM News Sponsored Content

**Position:**  
 Full Page \$3,090  Half Page \$1,545  
**Audience:** 74,000+ per issue (includes print, online, and email notification).  
**Issue(s):** \_\_\_\_\_  
**Deadlines:** All artwork deadlines and specifications can be viewed at [siam.org/sponsors-advertisers-and-exhibitors/advertising-digital-advertising/schedule-rates](http://siam.org/sponsors-advertisers-and-exhibitors/advertising-digital-advertising/schedule-rates).

### Conference E-newsletters

**Position:** Bottom  
**Conference(s):** \_\_\_\_\_  
 Bundle \$630 (includes kickoff and daily e-newsletters)  
 Kickoff \$420  
 Daily \$210  
 Select the date(s) for the daily e-newsletter \_\_\_\_\_

**Attendance:** Varies by conference (current attendee pre-registration can be provided).  
**Artwork Specifications:** 120 x 120 pixels. The text limit is 45 words or less.  
**Format:** PNG or JPEG.

## Print Advertising

### SIAM News

**Issue(s):** \_\_\_\_\_  
**Ad type:**  Display  Classified Display  
 Classified  Announcement  
**Display ad size:** (See page 3) \_\_\_\_\_  
 Horizontal  Vertical  
**Display ad size:** (See page 3) \_\_\_\_\_  
 Columns x \_\_\_\_\_ inches  
**Classified Ad:** \_\_\_\_\_ words @ \$3.55 per word/\$475 minimum  
**Announcement ad:** \_\_\_\_\_ words @ \$2.45 per word/\$375 minimum

For Classified and Classified Display ads, the ads will be posted online coinciding with when the issue mails and will remain posted for one month for each issue placement booked. The ads will be posted at [jobs.siam.org](http://jobs.siam.org).

**Circulation:** 8,000.  
**Artwork deadlines:** See the SIAM News Rates and Deadline page.  
**Artwork Specifications:** Grayscale PDF.  
**Frequency:** Ten (10) times a year: January/February, March, April, May, June, July/August, September, October, November, and December. The issues mail the first of the month, except for the January/February and July/August issues which mail approximately the 19th -25th of the month.

### Journal Advertising

**Journal(s):** \_\_\_\_\_  
**Ad type:**  Full page ad \$850  
**Artwork specifications:** Ad dimensions: 5.5" x 8.5".  
**Trim size:** 6.75" x 10".  
**Format:** Grayscale PDF.  
**Art deadline:** Eight (8) weeks prior to the first of the month of publication.  
 Frequency and circulation varies by journal.

### Artwork Specifications

All artwork deadlines and specifications can be viewed at [siam.org/Sponsors-Advertisers-and-Exhibitors](http://siam.org/Sponsors-Advertisers-and-Exhibitors).

### Advertising Acceptance

SIAM reserves the right to select and edit all material submitted for publication.

Ad Agency and/or Frequency Discount:	_____
Subtotal:	_____
Total Amount Due:	_____

### Payment

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

Check made payable to SIAM.  
 Credit Card  Wire Transfer

Signature: \_\_\_\_\_  
 Phone number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

Please return this form to [marketing@siam.org](mailto:marketing@siam.org). If you wish to pay with credit card or wire transfer, include your phone number and email address and SIAM Customer Service will contact you to process payment.