



ADVERTISING INSERTION ORDER

Membership Directory

Ads are black (*one PMS color 354*)

Communiqué Newsletter Special Issue

Ads can be PMS 286 and/or black

Employer Ads in Communiqué

Black text only

Preliminary Program

Ads are two PMS colors *314 and 1805*

ToxExpo™ Directory

Inside ads are one PMS color *315*

Cover ads are 4-color (awarded by lottery)

ToxExpo™ Web site

Ads are full color JPG or GIF

Size: 205 px wide x 60 px high at

72 dpi; [URL can be embedded, NO Flash, NO Animation (java or GIF)]

Toxicological Sciences

Ads are 4-color or black only

Acceptable File Formats

Ads with One PMS Color or Black Only

PDF: Press Quality PDF with fonts embedded, PMS color only or black only
TIF: 300 dpi, grayscale.

SOT will convert to the PMS color if requested on Insertion Order

PhotoShop EPS: 300 dpi, PMS color only or black only

Illustrator EPS: PMS color only or black only, all fonts must be converted to outline

Ads with One PMS Color and Black

PDF: Press Quality PDF with fonts embedded, PMS color and black

PhotoShop EPS: 300 dpi, PMS color and black

Illustrator EPS: PMS color and black, all fonts must be converted to outline

Ads with Two PMS Colors

PDF: Press Quality PDF with fonts embedded, 2 PMS colors

PhotoShop EPS: 300 dpi, 2 PMS colors

Illustrator EPS: 2 PMS colors,

all fonts must be converted to outline

4-Color Process Cover Ads

(ToxExpo™ Directory *call for availability*)

PDF: Press Quality PDF with fonts embedded, CMYK file.

PhotoShop TIF: 300 dpi, CMYK file

**PMS color to be decided*

Company Information

Company Name _____

Contact Person _____

Phone: _____ Fax: _____

Authorized Signature _____

Publication (see sidebar) _____

Cost (see rate sheet) \$ _____

Payment Method

VISA MasterCard AmEx Bill Me Check Enclosed Other

Card No. _____

Name on Card. _____

Exp. Date _____

Signature _____

Ad Size

Full Page

Half Page Horizontal

Half Page Vertical

Format

PDF

Photoshop TIF

Photoshop EPS

Illustrator EPS

Color

Black only

Black & PMS

1 PMS Color

2 PMS Colors

Four Color

E-mail, Mail or Fax Insertion Order to:

SOT Headquarters
 ATTN: Liz Kasabian
 1821 Michael Faraday Drive, Suite 300
 Reston, VA 20190

E-mail: liz@toxicology.org
 Tel: 703.438.3115
 Fax: 703.438.3113

Notes:

Advertising Terms and Conditions

1. Ad payments are not commissionable. Agencies are requested to mark up net rates. All advertising rates are net. Contracts must be completed, signed, and received by the closing date with payment.
2. Cancellations or order changes are not accepted after the closing date. Cancellations prior to the closing date must be received in writing.
3. Should timely payments not be made as stated, the SOT may reject advertising copy and/or immediately cancel the advertiser's contract and the advertiser agrees to indemnify SOT for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees.
4. If an advertising agency places an order on behalf of an advertiser, such agency warrants and represents that it has authority to place such order. The advertiser and its agency each agree to be jointly and severally liable for charges for ads placed.
5. Advertising material specifications will remain as listed in this rate card.
6. SOT shall have full positioning latitude on all advertisements other than paid guaranteed positions.
7. SOT will not be liable for typographical errors, incorrect insertions, incorrect positions or omissions in advertising or incorrect artwork. Every effort will be made to ensure correct positioning and artwork.
8. Forwarding of an insertion order is construed as an acceptance of all published rates and conditions, and such order when accepted by SOT constitutes a contract.
9. All contracts are conditional on strikes, fires, acts of God or the public enemy, war or any cause not subject to the control of SOT, excluding the advertiser's failure or inability to perform.
10. Advertiser and agency agree that any advertisement published in SOT publications is and remains the property of SOT, and it may be used by the SOT in all media, whether now in existence or hereafter developed, in which the issue containing the ad is published, reproduced, displayed, distributed, or transmitted in whole or in part. Advertisers cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of SOT.
11. All advertising placed in an SOT publication is done so using the rates in effect on issue date, regardless of previous rate quotations.
12. All advertising must be relevant to the field of toxicology and is subject to approval by SOT.
13. These terms and conditions shall govern the relationship between the SOT and the advertisers and/or agency. Unless expressly agreed to in writing by the SOT, no other terms or conditions in contracts, orders, copy instructions or otherwise shall be binding on SOT.



SOT ADVERTISING SPECIFICATIONS AND RATES FOR 2011

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Illustrator EPS: 2 PMS colors,

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4-Color Process Cover Ads

(ToxExpo™ Directory *call for availability*)

PDF: Press Quality PDF with fonts embedded, CMYK file.

PhotoShop TIF: 300 dpi, CMYK file

*PMS color to be decided

Publication	Ad Size	Ad Dimensions	Cost	Ad Colors Available	Artwork Deadline
Membership Directory	Full Page	7" x 9.5"	\$1,000	Black and/or PMS 354 uncoated	June 1
	Half Page Vertical	3.5" x 9.5"	\$500		
	Half Page Horizontal	7" x 4.5"	\$500		
Communiqué Newsletter Special Issue (print version)	Full Page Vertical	7" x 9.5"	\$950	PMS 286 coated and/or Black	Dec. 7
	Half Page Vertical	3.5" x 9.5"	\$475		
	Half Page Horizontal	7" x 4.5"	\$475		
Employer Ads in Communiqué (electronic)	First 100 Words		\$400	Black	Spring April 3 (electronic)
	Additional Words		\$100		
					Winter October 5 (electronic)
					Special Issue December 7 (electronic & print)
Preliminary Program	Full Page	7" x 9.5"	\$950	PMS 314 and/or PMS 1805 coated	Nov. 1
	Half Page Vertical	3.5" x 9.5"	\$475		
	Half Page Horizontal	7" x 4.5"	\$475		
ToxExpo™ Directory	Full Page	7" x 9.5"	\$950	PMS 315 coated	Jan. 1
	Half Page Vertical	3.5" x 9.5"	\$475		
Cover Ads in ToxExpo™ Directory	Inside Front Cover or Inside Back Cover	7" x 9.5"	\$1,200	4-Color Process	Jan. 1
	Back Cover	7" x 9.5"	\$1,500		
ToxExpo™ Web site	Banner Ad JPG or GIF format Size: 205 px wide x 60 px high at 72 dpi; [URL can be embedded, NO Flash, NO Animation (java or GIF)]	Peak Season December to March	\$425		Nov. 15
		Mid-Peak Season August to November	\$400		July 15
		Non-Peak Season April-July	\$375		March 15

Electronic Submission:

Send to liz@toxicology.org

Mail Artwork to: SOT Headquarters

ATTN: Liz Kasabian

1821 Michael Faraday Drive, Suite 300
 Reston, VA 20190

Tel: 703.438.3115 • Fax: 703.438.3113

*PMS color to be decided

Page size for all publications is 8.5" x 11"

Employer Ads: For CRAD Job Bank and Employer Ads in the SOT Communiqué, please see Web site www.toxicology.org



TOXSCI ADVERTISING SPECIFICATIONS AND RATES

Toxicological Sciences (ToxSci):

ToxSci, which publishes research articles, is a monthly vehicle for contacting SOT members.

Publication	Ad Size	Ad Dimensions	Cost	Ad Colors Available	Artwork Deadline
ToxSci	Full Page 4-Color	7" x 10"	\$2,596	4-Color Process	Monthly
	Half Page 4-Color	7" x 4"	\$2,092		
	Quarter Page 4-Color	3" x 4"	\$1,255		
	Full Page B&W	7" x 10"	\$1,557	Black	
	Half Page B&W	7" x 4"	\$1,255		
	Quarter Page B&W	3" x 4"	\$757		
Banner advertising is available on the journal's official Web site www.toxsci.oxfordjournals.org , inquiries please to Allan Kolstein					

To advertise in *Toxicological Sciences*, please contact:

Allan Kolstein
 Oxford University Press
 Tel: 212.743.8302
 Cell: 917.207.9563

E-mail: allan.kolstein@oup.com