

ADVERTISING OPPORTUNITIES IN 2012 EAS PUBLICATIONS



What is EAS? The Eastern Analytical Symposium is a non-profit, 501(c)(3) organization run by volunteer scientists. It serves scientists in the analytical and allied sciences via an annual meeting consisting of technical papers, short courses, workshops, an exposition, and other activities. The 2012 EAS will be held in Somerset, NJ, from November 12-15, 2012.

In support of its educational mission, EAS publishes The EAS Retort newsletter, as well as, a Preliminary Program and a Final Program. Distribution of the Preliminary Program is via direct mail to all of those on our mailing list, supplemented by targeted mailings to special interest groups and distribution at regional and national meetings. The Preliminary Program has a circulation of 15,000 copies, while the Final Program is provided to each person who attends EAS (about 4,000 people).

Pricing - 2012 Advertising Opportunities:

The EAS Retort newsletter, per ad placement

Black and white (2-color; black plus process blue):
Inside front and back covers \$1500

Interior Pages:

Full page \$1000
2/3 page. \$750
1/2 page. \$600
1/3 page. \$400

Preliminary Program and Final Program, per ad placement

Color (4-color):
Inside front and back covers \$2200
Outside back cover (Final Program) \$2500

Black and white:

Interior Pages:

Full page \$1000
2/3 page. \$750
1/2 page. \$600
1/3 page. \$400

Payments:

Payment is due at the time the ad is due (see next page for due dates). Payments should be made by check payable to "Eastern Analytical Symposium" (EIN is 13-6153182).

Questions:

Please contact Bernadette Taylor by phone at 732-449-2280, by fax at 732-612-1123 or by email at askEAS@eas.org.

ARTWORK SPECIFICATIONS AND DUE DATES 2012 EAS ADVERTISEMENTS

4-Color Advertisements

(Inside and Outside Covers of Preliminary and Final Programs)

- The best quality separations possible.
- Final trim of booklet is 8 ½" by 11". Copy should not exceed 7 ½" wide by 10" high. If advertisement will bleed, image must be 8 ¾" by 11 ¼" (1/8" trim on each side).
- Ads must be submitted in PDF format to: askEAS@eas.org.
- Preliminary Program Color Artwork Due by May 15, 2012.
- Final Program Color Artwork Due by September 15, 2012.

Black and White Advertisements

(All publications)

- Ads must be submitted in PDF format to: askEAS@eas.org. Please contact us to ensure that the file is compatible.
- Artwork Image Sizes:
 - Full page 7 ½" wide by 10" high
 - 2/3 page 5" wide by 9 ¼" high
 - 1/2 page horizontal 7 ½" wide by 5" high
 - 1/3 page horizontal 7 ½" wide by 3" high
- Black and White Ad Deadlines:

February 2010 Retort	February 1, 2012
April 2010 Retort	March 15, 2012
Preliminary Program	May 15, 2012
Final Program	September 15, 2012
- **EAS Contact:**
 - Bernadette Taylor
 - EAS Executive Secretary
 - P.O. Box 185
 - Spring Lake, NJ 07762
 - 732-449-2280
 - askEAS@eas.org

