

## 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 pursuit of its educational mission, the EAS is in constant contact with a mailing list of up to 15,000 people across the world through targeted emails and through contact with its website. The printed Final Program of the meeting is distributed to approximately 4,000 persons who attend the meeting.

### **Pricing - 2012 Advertising Opportunities:**

#### **Final Program, per ad placement:**

Color (4-color):

Inside front and back covers . . . . . \$2,200  
Outside back cover (Final Program) . . . . . \$2,500

Black and white:

Interior Pages:

Full page . . . . . \$1,000  
2/3 page. . . . . \$750  
1/2 page. . . . . \$600  
1/3 page. . . . . \$400

### **Artwork Specs and Due Date**

- 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).
- 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
- Ads must be submitted in PDF format to: [askEAS@eas.org](mailto:askEAS@eas.org). Please contact us to ensure that the file is compatible.
- Final Program Color & Black & White Artwork Due by **September 15, 2012**.

### **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, or by email at [askEAS@eas.org](mailto:askEAS@eas.org).