



## 102nd Annual Meeting

August 11-14, 2007

Hilton New York • Sheraton New York  
New York, New York

### Advertisement Reservation *(deadline June 1, 2007)*

*(Please review regulations printed on the reverse side of this form)*

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Coordinator \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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### Advertisement Order *(Circle your choice)*

#### **Final Program Rates**

\$1,100/page

\$2,000/two-page spread

\$700 per half-page

\$1,800 third cover

#### **July/August 2007 issue of *Footnotes* Rates:**

I will/will not (circle one) use the same artwork submitted for the *Final Program*.

2x7 (\$294)    4 x 5 (\$420)    4 x 6 (\$504)

6 x 8 (\$1,008)    10 x 14 (\$2,940)

8 x 5 (\$840; may be reserved to use half-page *Program* ad)

8 x 10 (\$1,680; may be reserved to use full-page *Program* ad)

Other (specify): \_\_\_\_\_ x \_\_\_\_\_ (available at \$42 per 2"x1" block)

#### **Bag Insert** (\$600)

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### Payment:

The total Advertising space fee of \$ \_\_\_\_\_

#### Payment Method:

- Invoice me at a later date
- Check (Make payable to ASA)
- Credit Card (Please fill information below)

Card number: \_\_\_\_\_

Name on card: \_\_\_\_\_ Exp. \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Signature: \_\_\_\_\_

**Return form to: Jill Campbell**, Production Manager, ASA, [publications@asanet.org](mailto:publications@asanet.org), Phone: 202-383-9005 ext.303, Fax: 202-247-9851

## Advertisement Submission Guidelines

- Advertisement Reservation deadline is June 1, 2007
- Offset printing is used; postscript or .pdf files are preferred for all ads.
- **Discounts:** Agency commission is 15% of gross billing; no cash discount. In order to receive an agency discount, agency insertion order on behalf of client must be received by the deadline date. *In-house advertising departments/agencies are not eligible for the agency discount.*
- Please keep a copy for your records.
- **Electronic ad files to:**

***Please Note:*** It is important to list the correct name in the Subject line of your email to ensure a speedy processing of your Ad Graphic

### **Footnotes**

Jill Campbell, Production Manager, e-mail publications@asanet.org; with subject line “**July/August 2007 Footnotes Ad.**” Postscript or .pdf files strongly preferred.

### **Final program**

Larry Downing, e-mail ldowning@boydprinting.com, (cc: publications@asanet.org) with subject line “**ASA -Your company’s name.**” Postscript or .pdf files strongly preferred.

### **ASA Policy on Exhibits, Advertisements, and Sales**

All items exhibited, advertised, and/or sold under the auspices of the American Sociological Association (e.g., at the Annual Meeting, in *Footnotes*, or in direct mailings to the ASA membership) must be of a nature that they can reasonably be considered to be (1) "tools of the trade" by sociologists acting in their professional capabilities as faculty, students, and/or sociological practitioners; (2) of benefit to individual members (e.g., insurance offered at competitive rates because of group membership); or (3) of benefit to the ASA while insuring that individual members have adequate information regarding costs to subscribers (e.g., credit cards, a portion of whose profits go to the ASA).

The character of the exhibits, advertisements, or sales is subject to the approval of the Executive Officer or her/his designee. The ASA reserves the right to refuse any application for exhibit space, advertising, or sales, and to curtail or cancel any such exhibit, advertisement, or sale which, in the sole judgment of the Executive Officer, does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, or sales of novelties and souvenirs, as well as the personal conduct of exhibits or their representatives.