

siam® Insertion Order

Advertising Client Company

Company _____
Address _____

City _____ State _____
Zip _____ Country _____
Phone _____
Fax _____
E-mail _____

Advertising Agency (if applicable)

Company _____
Address _____

City _____ State _____
Zip _____ Country _____
Phone _____
Fax _____
E-mail _____

DIGITAL ADVERTISING

SIAM Unwrapped: e-mailed members newsletter monthly

Issue(s) _____
Position: Primary \$1,800 Midway \$1115 Closing \$585
Top Sidebar \$725 Mid Sidebar \$650
Circulation: 14,000
Artwork deadline: the first of each month
Artwork specifications: primary, midway and closing banner ads must measure 397 pixels x 200 pixels. Sidebar banner ads must measure 247 x 247 pixels. Format: .jpg. Unwrapped transmits in HTML

Banner Ads on SIAM News Online

Position:
Hero banner \$3500 Top Sidebar \$525 Lower Homepage \$375
Bottom Homepage \$375 Lower current page \$375
Audience: 14,000
Date(s) Posted: _____
Artwork deadline: within 3 days of desired posting date
Artwork specifications: hero banner: 1900 x 625 pixels
Top sidebar banner: 355 x 425 pixels.
Two Lower banner ads: 1098 x 155 pixels
Format: .png, .jpg, or .gif or animated .gif
Animated .gif files must be less than 1M
Frequency: 30 day posting

eTOC SIAM News Online Notification

Midway \$500 Closing \$275 Top sidebar \$475
Bottom sidebar \$375
Issue: _____
Circulation: 13,000
Artwork specifications: midway and closing: 397 x 200 pixels.
Top and midway sidebar: 247x247 pixels
Format: jpg or png. Frequency: monthly
Sponsor SIAM Journal eTable of Content (eTOC) Alerts
Artwork deadline: 5 days prior to transmission
Artwork specifications: 600 x 299 pixels. Format: png or jpg.
Frequency: varies by journal

eTOC Alert Banner Ad: frequency and circulation varies by journal

Journal (s): _____
Position: Primary \$265/M Bottom \$225/M Exclusive \$300/M
Rate: \$ _____
Artwork deadline: 14 days prior to transmission date
App Support
Select Conference: AN18 UQ18 MPE18 LS18
Rate \$ _____
Exclusive Partial
Artwork specifications: multiple formats of artwork are required for iOS, Android, and HTML 5
Artwork deadline: 5 weeks before meeting

PRINT ADVERTISING

SIAM News

Issue (s): _____
Ad type: Display or Classified Display
Display ad size: (See page 3) Horizontal Vertical
Rate: _____
Classified display ad size: (See page 3) Columns x _____ inches
Circulation: 14,000
Rate: \$130 per column inch. Total Rate: _____
Artwork deadlines and display ads:
Please see SIAM News Rates and Deadline page
Artwork Specifications: grayscale PDF. Add \$500 per ad for 4 color process
Frequency: 10xs 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): _____ Rate: \$825
Artwork specifications: Ad dimensions: 5.5" x 8.5"
Trim size: 7" x 9.5"
Format: grayscale PDF
Art deadline: 8 weeks prior to the first of the month of publication
Frequency and circulation varies by journal

Conference Program Ads

Conference: _____ Rate: \$925
Ad dimensions: 7.5" x 9.5"
Artwork specifications: grayscale PDF
Art deadline: 6 weeks prior to the conference date
Frequency and circulation: printed in conjunction with the meeting.
See <http://www.siam.org/meetings/calendar.php> for full conference listing.

Send insertion order and artwork files to the Marketing Representative at marketing@siam.org.

Artwork Specifications

All artwork deadlines and specifications can be viewed at www.siam.org/advertising. For *SIAM News Online*, eTOC SIAM News Notifications, eTOC Journal Alerts, and *Unwrapped* the artwork deadline is 7 days prior to the transmission date.

Payment

You may pay by check, credit card, or wire transfer.
Check made payable to SIAM.
Credit card (VISA, MasterCard, Discover, or American Express)
Card type: _____ Expiration date: _____
Card number: _____
Signature _____
Wire transfer information can be provided upon request.