



AMERICAN SOCIETY FOR MICROBIOLOGY

Send Insertion Order & Materials To:

Nichole Ridgeway
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Visit us at <http://www.journals.asm.org/>

2008 Banner Ad Insertion Order Form

To reserve space, please return the insertion order to Nichole Ridgeway by fax to 202-942-9355

Yes! I am interested in placing an ad on the following ASM journal page:

- | | |
|--|---------|
| <input type="checkbox"/> Antimicrobial Agents and Chemotherapy | \$350 |
| <input type="checkbox"/> Eukaryotic Cell | \$350 |
| <input type="checkbox"/> Clinical and Vaccine Immunology (formerly CDLI) | \$360 |
| <input type="checkbox"/> Clinical Microbiology Reviews | \$360 |
| <input type="checkbox"/> Infection and Immunity | \$360 |
| <input type="checkbox"/> Microbiology and Molecular Biology Reviews | \$360 |
| <input type="checkbox"/> Applied and Environmental Microbiology | \$375 |
| <input type="checkbox"/> Journal of Clinical Microbiology | \$375 |
| <input type="checkbox"/> Journal of Virology | \$375 |
| <input type="checkbox"/> Journal of Bacteriology | \$385 |
| <input type="checkbox"/> Molecular and Cellular Biology | \$385 |
| Total Cost: | \$_____ |

Banner ads are sold on a monthly basis. All ads are subject to approval by ASM.

Materials

All banner ads are due by the 23rd of the month, preceding month of issue.

Company/Product Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

URL: _____

Alt Text: _____

Beginning Month: _____

Ending Month: _____

Ad Specs

Screen size: 220 pixels wide x 40 pixels high

File format: Interlaced, non-transparent, gif (name must end in .gif)

File size: 20k maximum (ideally, less than 10k)

Bit depth: 5-bit color maximum

Alternate text: A very short (less than 5 words) description of the ad for people who have image-loading turned off or are using a browser that doesn't display images.

Animated gifs: They must not loop at all. They must play one time and then stop (some browsers do not recognize 'loop N times' and they loop forever). Keep in mind that for browsers that do not support animated gifs, only the first or last frame will be displayed (depends on the browser).

The placement of this advertisement is authorized by (print name): _____

Signature: _____ Date: _____

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions and Copy Regulations.

(Publisher as used in the following refers to the American Society of Microbiology)

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
2. The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
3. Prepayment is required for all banner ads.
4. Verbal agreements are not recognized.
5. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the District of Columbia.
6. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.
7. All advertisements are accepted for the web site entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the posting of advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, directly or indirectly from the posting of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
8. Advertising insertion is conditioned upon acceptance of the publisher.
9. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the District of Columbia, USA.