

## ADVERTISING OPPORTUNITIES IN 2017 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 2017 EAS will be held in our new location: The Crowne Plaza Princeton-Conference Center in Plainsboro, NJ, from November 13-15th.

In pursuit of its educational mission, the EAS is in constant contact with a mailing list of up to 20,000 people across the world through targeted emails and through contact with its website. The printed Final Program of the meeting is distributed to approximately 3,000 persons who attend the meeting. There are numerous other opportunities for advertising in our annual publications and at the symposium, contact us for more information.

### **Pricing - 2017 Advertising Opportunities:**

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

##### Color (4-color):

|  |         |
|--|---------|
| Inside back cover . . . . .                  | \$1,500 |
| Inside front cover . . . . .                 | \$1,500 |
| 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 **October 1, 2017**.

### **Payments:**

Payment is due by October 15, 2017. 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).