



# Experimental Biology 2007

Association of Anatomists  
 The American Physiological Society  
 American Society for Biochemistry and Molecular Biology  
 American Society for Investigative Pathology  
 American Society for Nutrition  
 American Society for Pharmacology and Experimental Therapeutics



**Over 12,000 Anticipated Attendees = High Visibility, Excellent Exposure, and Prospects at Your Booth!**

## Program Rates

<b>B/W Space Charges:</b>	<b>Cover Positions:</b>	<b>Color Rates:</b> (add to B/W charges)
Full page: \$2,655	Cover 2: \$5,730*	Standard: \$415
1/2 page: \$1,755	Cover 3: \$4,560*	Matched: \$495
1/4 page: \$1,015	Cover 4: \$7,740*	4-color: \$1,095
	*Cover charge includes 4-color	

### Preferred Positions:

Page 1: 25%	Opp. Society Officers: 15%
Opp. TOC: 25%	Opp. General Information: 15%
Opp. Title: 15%	All others: 10%

**Agency Commission:** 15% to recognized agencies.

## Display Ad Sizes (inches)

<b>Ad Sizes</b>	<b>Width</b>	<b>Depth</b>
Full page	7	10
1/2 vertical	3 <sup>3</sup> / <sub>8</sub>	10
1/2 horizontal	7	4 <sup>7</sup> / <sub>8</sub>
1/4 page	3 <sup>3</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>

### Mechanical Requirements:

**Trim size:** 8<sup>1</sup>/<sub>2</sub> in. x 10<sup>7</sup>/<sub>8</sub> in.  
**Screens:** 133 line.  
**Negs:** Right reading, emulsion side down.  
**Color:** Film separations required with color key, chromalin or matched print.  
**Digital:** Email adnet@faseb.org for details.

## Deadlines & Contact Information

### Space Closing:

February 9, 2007

### Materials Deadline:

February 16, 2007

### Meeting Dates:

April 28 - May 2, 2007  
 Washington, DC

### Insertion & Artwork:

Mail to: FASEB AdNet, 9650 Rockville Pike, Bethesda, MD 20814-3998

### For Premium Position and to Reserve Space, Contact:

Susan Mergenhagen: 800-43-FASEB x7103 or 301-634-7103,  
 susanm@faseb.org

Molly Bowen: 800-43-FASEB x7157 or 301-634-7157, mbowen@faseb.org

AdNet Fax: 301-634-7153

## Please reserve the following ad space in the EB 2007 Program:

**Ad Size:**  Full page  1/2 page  1/4 page  
**Color:**  4-color  2-color  Black & white

**Position:** \_\_\_\_\_

Note: 2006 Advertisers have First Right of Refusal (FRR) on premium positions. Deadline for FRR is January 12, 2007.

### Advertiser Information - Must be complete to reserve space:

Company \_\_\_\_\_  
 Agency \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ PO# \_\_\_\_\_  
 Credit Card \_\_\_\_\_ Card# \_\_\_\_\_ Exp Date \_\_\_\_\_ Signature \_\_\_\_\_