

# Electronic Media/Online Advertising Space Reservation Form



## Billing Information

Company/Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_ Reference/PO#: \_\_\_\_\_

Electronic Media Choice		Net Rates	✓
<b>Website Banner Ad</b> (www.ans.org)	1 month	\$ 1,310	<input type="checkbox"/>
	3 months	\$ 2,280	<input type="checkbox"/>
	6 months	\$ 3,450	<input type="checkbox"/>
	12 months	\$ 5,040	<input type="checkbox"/>
<b>Notes &amp; Deadlines Banner Ad*</b> (www.ans.org/advertising/notedeadlines)	Top and Bottom	\$ 2,500	<input type="checkbox"/>
	Embedded	\$ 2,000	<input type="checkbox"/>
<b>Blog Ad*</b> (ANSnuclearcafe.org)	1st–15th of the month	\$ 900	<input type="checkbox"/>
	16th–end of the month	\$ 900	<input type="checkbox"/>
<b>Vendor-Supplied White Papers</b> (www.ans.org/advertising/whitepapers) <span style="color:red; font-weight:bold;">NEW</span>	1 month	\$ 600	<input type="checkbox"/>
	3 months	\$ 1,500	<input type="checkbox"/>

- January     March     May     July     September     November  
 February     April     June     August     October     December

Special Instructions: \_\_\_\_\_

- Advertisement will be a repeat of \_\_\_\_\_ (month).  
 Production material to follow, due 5 business days prior to scheduled run.  
 We will utilize ANS ad design and development services, additional fees apply.  
 E-mail address: [addesign@ans.org](mailto:addesign@ans.org) for details.

URL link for ad: \_\_\_\_\_

Name: \_\_\_\_\_

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

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

Submit this form via:

- ◆ E-MAIL: [advertising@ans.org](mailto:advertising@ans.org)
- ◆ FAX: 708-352-6464
- ◆ MAIL: ANS Advertising Department  
555 N. Kensington Avenue  
La Grange Park, IL 60526-5535

Materials can be submitted via:

- ◆ E-MAIL: [advertising@ans.org](mailto:advertising@ans.org)

[WWW.ANS.ORG/ADVERTISING](http://WWW.ANS.ORG/ADVERTISING)  
 1-800-NUC-NEWS (682-6397)

\*Check with advertising department for availability.

ANS Sales Rep: \_\_\_\_\_

## Electronic Media Opportunities

### Website Banner Ad ([www.ans.org](http://www.ans.org))

Banner ads are simultaneously displayed and rotated throughout the entire ANS website (more than 110,000 total web pages). Over the last 12 months (through August 2015), the site has attracted 837,794 unique visitors corresponding to 5,221,315 banner/page views.

File Size: 468 x 60 pixels at 72 dpi (max 40 kb).

Acceptable File Formats: GIF, JPG, PNG, BMP, TIFF, PSD.

All files must be RGB colors; non-Flash images; no tags allowed.



### Notes & Deadlines Banner Ad ([www.ans.org/advertising/notedeadlines](http://www.ans.org/advertising/notedeadlines))

Highlighting important upcoming ANS dates and events, this HTML e-mail is broadcast to the entire ANS membership on the 10th of each month. For the last eight months (through August 2015), the monthly averages are as follows: 9,701 delivered, open rate 33.5 percent, and clicks of 14.8 percent.

File Size: 468 x 60 pixels at 72 dpi (max 40 kb).

Acceptable File Formats: JPG or PNG only (no animation).

All files must be RGB colors; non-Flash images; no tags allowed.



### Blog Ad ([ANSnuclearcafe.org](http://ANSnuclearcafe.org))

The ANS Nuclear Café is the daily blog site of ANS and your link to the nuclear social media network. In addition to being positioned near the top of the web page, ads are embedded within an e-mail broadcast to blog subscribers every time a new headline is posted. Over the last 12 months (through August 2015), total blog/e-mail views were 197,145, which generated 4,877 links (more than double the industry average)!

File Size: 200 x 200 pixels at 72 dpi (max 40 kb).

Acceptable File Formats: GIF, JPG, PNG, BMP, TIFF, PSD.

All files must be RGB colors; non-Flash images; no tags allowed.



### Vendor-Supplied White Papers ([www.ans.org/advertising/whitepapers](http://www.ans.org/advertising/whitepapers))

Help keep the educational, scientific, and commercial nuclear communities informed about your latest capabilities and technological advancements by submitting your white papers for immediate publication on the ANS website.

Acceptable White Paper File Format: PDF

Company Logo File Size: 140 pixels wide at 72 dpi.

Acceptable File Formats: JPG or PNG only (no animation).

NEW

