

2019 Electronic Media/Online Advertising Space Reservation Form



Billing Information

Company/Agency: _____

Contact Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Reference/PO#: _____

Electronic Media Choice		Net Rates	✓
Website Banner Ad (www.ans.org/advertising/bannerads)	1 month	\$ 1,350	<input type="checkbox"/>
	3 months	\$ 2,340	<input type="checkbox"/>
	6 months	\$ 3,570	<input type="checkbox"/>
	12 months	\$ 5,280	<input type="checkbox"/>
Notes & Deadlines Banner Ad* (www.ans.org/advertising/notedeadlines)	Top and Bottom	\$ 2,580	<input type="checkbox"/>
	Embedded	\$ 2,100	<input type="checkbox"/>
Blog Ad* (ANSnuclearcafe.org)	1st–15th of the month	\$ 960	<input type="checkbox"/>
	16th–end of the month	\$ 960	<input type="checkbox"/>
Vendor-Supplied White Papers (www.ans.org/advertising/whitepapers)	1 month	\$ 620	<input type="checkbox"/>
	3 months	\$ 1,560	<input type="checkbox"/>

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|-----------------------------------|--------------------------------|-------------------------------|---------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> March | <input type="checkbox"/> May | <input type="checkbox"/> July | <input type="checkbox"/> September | <input type="checkbox"/> November |
| <input type="checkbox"/> February | <input type="checkbox"/> April | <input type="checkbox"/> June | <input type="checkbox"/> August | <input type="checkbox"/> October | <input type="checkbox"/> 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.
Email addesign@ans.org for details.

URL link for ad: _____

Name: _____

Email: _____

Signature: _____ Date: _____

Submit this form via:

- ◆ EMAIL: 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:

- ◆ EMAIL: advertising@ans.org

WWW.ANS.ORG/ADVERTISING
1-800-NUC-NEWS (682-6397)

*Check with advertising department for availability.

ANS Sales Rep: _____

2019 Electronic Media Opportunities

Website Banner Ad (www.ans.org/bannerads)

Banner ads are simultaneously displayed and rotated throughout the entire ANS website (more than 59,000 total web pages). Over the last 12 months (through August 2018), the site has attracted more than 337,000 unique visitors corresponding to 5,106,284 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.

Net Rates:

1 month	\$1350
3 months	\$2340
6 months	\$3570
12 months	\$5280



Notes & Deadlines Banner Ad (www.ans.org/advertising/notedeadlines)

Highlighting important upcoming ANS dates and events, this HTML email is broadcast to the entire ANS membership on the 10th of each month. For the last 12 months (through September 2018), the monthly averages are as follows: 8,555 delivered, open rate 30.4 percent, and clicks of 24.9 percent.

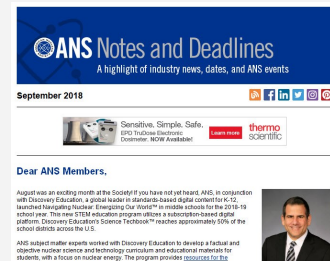
File Size: 468 x 60 pixels at 72 dpi (max 40 kb).

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

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

Net Rates:

Top & Bottom	\$2580
Embedded	\$2100



Blog Ad (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 at the top of the site, ads are embedded within an email broadcast to blog subscribers each week. Over the last 12 months (through August 2018), total blog/email views were 322,905, which generated 34,938 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.

Net Rates:

1st-15th of the month	\$960*
16th-end of the month	\$960*

Discounted rate of \$815 per ad applies if you reserve at least four bi-monthly spots per calendar year.



Vendor-Supplied White Papers (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).

Net Rates:

1 month	\$620
3 months	\$1560

