

# 2024 SIMB News Print Advertising

## Base Rates (B/W)

Base is a black and white advertisement placed in any position in the issue that the Society deems best fit.

### SIMB CORPORATE MEMBER

Issues	Full Page	1/2 Page	1/3 Page
1x	\$1,500	\$1,140	\$1,020
2x	\$1,380	\$1,020	\$900
3x	\$1,300	\$960	\$850
4x	\$1,260	\$900	\$780

### NON-MEMBER

Issues	Full Page	1/2 Page	1/3 Page
1x	\$1,620	\$1,260	\$1,140
2x	\$1,500	\$1,140	\$1,020
3x	\$1,400	\$1,090	\$960
4x	\$1,380	\$1,020	\$900

## Additional Upgrades Per Placement

### COLOR RATES

All color rates are in addition to base space rates.

**Two Colors:** \$550

**Full Color:** \$1,100

### COVER POSITION RATES

All position rates are in addition to base space rates.

**Inside Front Cover:** \$300

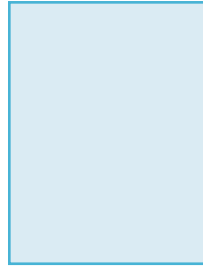
**Inside Back Cover:** \$300

**Back Cover:** \$400

## Discounts

**15% agency commission discount:** All display ads are eligible to receive a 15% commission when placed by a third-party ad agency with the agency's insertion order.

## Ad Sizes

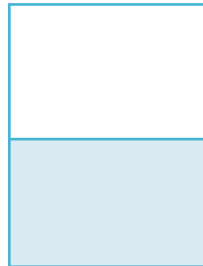


### FULL PAGE

**With Full Bleed:** 8.5" x 11"

**Trim Size:** 8.25" x 10.75"

Keep live matter at least 0.125" from trim.

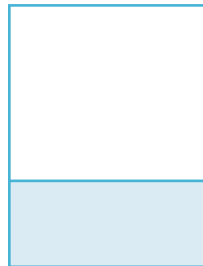


### 1/2 PAGE

**With Bottom Bleed:** 8.5" x 5.375"

**Trim Size:** 8.25" x 5.25"

Keep live matter at least 0.125" from trim.



### 1/3 PAGE

**With Bottom Bleed:** 8.5" x 3.625"

**Trim Size:** 8.25" x 3.5"

Keep live matter at least 0.125" from trim.

## Editorial Calendar

**Jan/Feb/Mar 2024:** SBFC Issue

**Apr/May/June 2024:** Annual Meeting Issue

**Jul/Aug/Sep 2024:** SBFC Recap + RAFT® Issue

**Oct/Nov/Dec 2024:** Board Election Issue

## Deadlines

### SPACE RESERVATIONS AND AD MATERIALS

**Jan/Feb/Mar 2024:** March 22

**Apr/May/June 2024:** May 15

**Jul/Aug/Sep 2024:** July 15

**Oct/Nov/Dec 2024:** October 15

## File Specifications

All print ads are required to be 300 DPI.

No application files will be accepted (Word, Powerpoint, etc.)

**File Types:** PDF, JPG, TIF, EPS (with all text outlined)

**File Delivery:** Email files to [advertising@simbhq.org](mailto:advertising@simbhq.org)

# 2024 SIMB News Ad Space Reservation Form

## ADVERTISING ORDER

Issue	Ad Size	Base Rate	Position	Postion Cost	Color	Total Cost
Jan/Feb/Mar 2024						
Apr/May/Jun 2024						
Jul/Aug/Sep 2024						
Oct/Nov/Dec 2024						

### DATE:

\_\_\_\_\_

### COMPANY:

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

\_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Contact: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

### AGENCY (if applicable):

Contact: \_\_\_\_\_

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

\_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### BILLING CONTACT:

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

\_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### PAYMENT INFORMATION

SIMB Fed ID# 35-6026526

### TOTAL ADVERTISING AMOUNT

\$ \_\_\_\_\_

- Invoice my company (Net 30 Days)
- Check enclosed payable to SIMB  
Must be drawn from a US bank
- Credit Card:  Visa  MC  AMEX
- Wire Transfer (Additional Fees Apply)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

Name on Card: \_\_\_\_\_

### Conditions

Subject to approval by SIMB. Advertisers assume full responsibility for advertising claims.

### Send Form and Files:

SIMB News Advertising

E: [advertising@simbhq.org](mailto:advertising@simbhq.org)

### Contact SIMB:

3929 Blenheim Blvd, Suite 92A

Fairfax, VA 22030

T: 703-691-3357 x27

F: 703-691-7991

E: [advertising@simbhq.org](mailto:advertising@simbhq.org)