

PRINT AND ONLINE PROGRAM ADVERTISEMENTS

Natural Product Discovery and Development in the Genomic Era

simbhq.org/np

This year's online program and mobile app makes it easy to browse sessions, find meeting information, and deliver targeted ads and sponsored content to hundreds of attendees.

Advertising provides important financial support for the meeting, and with a variety of advertising packages and opportunities for organizations of all sizes, we make it easy to promote your brand, products, and services to the community.

All advertisers/sponsors will have their hyperlinked company name and logo included in the online program's and mobile app's Sponsor Index page sorted by sponsorship level. For more information or to create a custom package

Contact: sponsorship@simbhq.org

COMPANY INFORMATION

Company Name: _____

Company Contact: _____

Address: _____

City/State/Zip: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

Submit your advertisement files and other information to:

meetings@simbhq.org

IMPORTANT DEADLINE:

Images must be received by **December 2, 2024** to be included in the printed program.

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: _____

- ☐ Any attending representative(s) from your organization have reviewed and agree with the [SIMB Code of Conduct](#)
FORM WILL NOT BE PROCESSED IF BOX IS NOT CHECKED

PRINTED PROGRAM ADVERTISEMENT

The printed program guide distributed to all attendees includes at-a-glance schedules, program summaries, exhibitor info, and space for notes and other engaging content.

File Type: .pdf, .eps or .jpg at 300ppi resolution

- ☐ **\$1,500 Half-Page Ad**
Trim Size: 8.5" x 5" (add .125" for bleed)
- ☐ **\$2,500 Full-Page Ad**
Trim Size: 8.5" x 11" (add .125" for bleed)
- ☐ **\$3,000 Back Cover Ad**
Trim Size: 8.5" x 11" (add .125" for bleed)

ONLINE PROGRAM & MOBILE APP ADVERTISEMENT

- ☐ **\$500 Sponsor Index Page**
Inclusion of your hyperlinked company name and logo in the online program's and mobile app's Sponsor Index page
- ☐ **\$750 Navigation Panel Ad (Option 4*)**
Size: 480x360 px File Type: .png or .jpg
Ad in the left navigation panel. The navigation panel is always visible on large screens and pops out in the mobile app when users interact with it.
- ☐ **\$1,500 Footer Ad (Option 3*)**
Size: 960x100 px File Type: .png or .jpg
Ad visible for seven (7) seconds at a time in rotation with other footer ads. The footer is always visible at the bottom of the screen and does not scroll out of view.
- ☐ **\$1,500 Half-Size Inline Ad (Option 6*)**
Size: 900x225 px File Type: .png or .jpg
Ad displayed in the content area of specific pages, such as a session, topic area, or event.
- ☐ **\$1,500 Banner Ad (Option 1*)**
Size: 728x90 px File Type: .png or .jpg
Ad that appears at the top of every page.
- ☐ **\$2,000 Full-Size Inline Ad (Option 6*)**
Size: 900x450 px File Type: .png or .jpg
Ad prominently displayed in the online program's and mobile app's Sponsor Index page.
- ☐ **\$2,750 Custom Sponsor Page**
An entire page in the online program and mobile app linked to from the navigation panel that can include custom text, a **full-size 900x450px** ad, and/or an embedded video ad to communicate your company's value to attendees.

Advertising Options: **LOCATIONS OVERVIEW**

Sponsors and Exhibitors can also be advertisers.

Unless requested otherwise, most ads will be shown on all pages. Any ad can be placed or hidden on designated pages. Ads will scroll in and out of view, except where noted.*

All ad locations can display multiple ads, either **randomly** on page load, **rotating** through the ads while on the page, or as a **single static** ad per page load, except where noted otherwise. †

- 1. Banner Top** — This horizontal ad appears above the Meeting Banner. The size is smaller than the meeting banner or the footer ad.
- 2. Tower** — This ad displays vertically on the right. In mobile displays, this ad will be horizontal.
- 3. Footer** — *The Footer Ad is always present at the bottom of the page and does not scroll out of view.
- 4. Navigation Panel** — This ad can be placed at any position in the panel, but will default to the bottom. When in mobile display, the ad will be in hidden in the closed navigation panel, but will appear when the navigation panel is opened.
- 5. Content Banner** — This banner ad displays beneath the page title and above the content.
- 6. Inline** — Inline ads appear within the content area in full width, and in one of three heights; full, half or quarter.
- 7. Popup** — Popup ads appear centered on designated pages on page load, and can be closed by the user. It is not recommended to use popups extensively.
- 8. Loading Banner** — *As the online program or native app loads a banner displays briefly and also displays on the home page. † Rotation and random loading is not available.
- 9. Session Advertisers** — Advertiser logos appear on session listings and session pages within a square. †There can be multiple logos showing for one session. Each logo is a single static image.

