



Experimental Biology 2008

American Association of Anatomists
 The American Association of Immunologists
 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 14,000 Anticipated Attendees = High Visibility, Excellent Exposure, and Prospects at Your Booth!

Program Rates

B/W Space Charges:	Cover Positions:	Color Rates: (add to B/W charges)
Full page: \$2,920	Cover 2: \$6,305*	Standard: \$415
1/2 page: \$1,930	Cover 3: \$5,020*	Matched: \$495
1/4 page: \$1,115	Cover 4: \$8,515*	4-color: \$1,095
	*Cover charge includes 4-color	

Preferred Positions: (add premium to b/w cost and then add color charge)

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)

Ad Sizes	Width	Depth
Full page	7	10
1/2 vertical	3 ³ / ₈	10
1/2 horizontal	7	4 ⁷ / ₈
1/4 page	3 ³ / ₈	4 ⁷ / ₈

Mechanical Requirements:

Trim size: 8¹/₂ in. x 10⁷/₈ 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 or go to www.faseb.org/adnet.

Deadlines & Contact Information

Space Closing:
 February 1, 2008

Materials Deadline:
 February 8, 2008

Meeting Dates:
 April 5-9, 2008
 San Diego, CA

Insertion & Artwork:

Mail to: FASEB AdNet, 9650 Rockville Pike, Bethesda, MD 20814-3998
 Email to: adnet@faseb.org

For Premium Position and to Reserve Space, Contact:

Molly Bowen: 800-43-FASEB x7157 or 301-634-7157, mbowen@faseb.org
 Robyn Engelson: 800-43-FASEB x7103 or 301-634-7103, rengelson@faseb.org

AdNet Fax: 301-634-7153

AdNet website: www.faseb.org/adnet

Please reserve the following ad space in the EB 2008 Program:

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

Position: _____

Note: 2007 Advertisers have First Right of Refusal (FRR) on premium positions. Deadline for FRR is January 8, 2008.

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 _____