

2005 MESA Advertising Rate Sheet

General advertising guidelines:

Appropriate advertisements are accepted for MESA publications on a space-available basis. MESA reserves the right to refuse ads it deems inappropriate or in conflict with MESA's objectives. MESA does not accept advertising from defense and intelligence related agencies from any government. The appearance of an ad does not imply endorsement by MESA. All ads for MESA publications must be submitted camera-ready using a 133 line screen and adhere to the specifications listed below. MESA will accept certain kinds of digital files (.pdf format is most successful). Full graphic design services are available at an hourly rate. Please contact Nadia Hlibka (nhlibka@u.arizona.edu) for details.

MESA Newsletter

A quarterly publication with a circulation of approximately 2,600 individuals, 60 institutions and 25 exchanges with other professional academic institutions. The *Newsletter* finish size is 8 1/2" wide x 11" high. The following ad dimensions and rates apply:

Size	Dimensions	Cost	Issue	Deadline for Ad Copy	Release date
1/4 page	3.5" wide x 4.5" high	\$200	February	January 15	February
1/2 page (horiz.)	7.5" wide x 4.5" high	\$350	May	April 15	May
1/2 page (vert.)	3.5" wide x 9.5" high	\$350	August	July 15	August
full page	7.5" wide x 9.5" high	\$600	November	October 15	November

Employment or Summer Programs Ads: Text only advertising is available in the printed *MESA Newsletter* and the On-Line Newsletter. For both the charge is \$75.00. Web-only posting is \$40.00. Please include billing contact and address.

MESA Bulletin

A biannual publication (June and December). Circulation is similar to the *MESA Newsletter* plus 900 libraries. *Bulletin* finish size is 6" wide x 9" high. The following ad dimensions and rates apply:

Size	Dimensions	Cost	Issue	Deadline for Ad Copy	Release date
1/2 page	5" wide x 4" high	\$225	Summer	April 15	June
full page	5" wide x 8" high	\$400	Winter	October 15	December
Back cover	5" wide x 8" high	\$750	either	as above	as above

Annual Meeting Program

Advertisements are accepted for the association's annual meeting program which is distributed to registered attendees at the annual meeting. The 2005 annual meeting will be held November 19-22 in Washington, DC. Insertion orders are due October 8, 2005; camera-ready copy is due October 13, 2005. The following ad dimensions and rates apply:

Size	Dimensions	Cost	Cost
1/4 page ad	3.5" wide x 4.5" high	\$200	\$180
1/2 page ad	7.5" wide x 4.5" high (H) or 3.5" wide x 9.5" high (V)	\$350	\$315
full page ad	7.5" wide x 9.5" high	\$600	\$540
double page spread	2 facing pages of 7.5" wide x 9.5" high	\$1100	\$1000
back cover	7.5" wide x 9.5" high (call for availability)	\$2200	(includes separations)



Ad Packages

Various combinations are available; please call for information and rates.

Renting MESA's Membership Mailing Labels

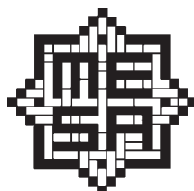
MESA provides the membership list in either of two formats: a Microsoft Excel file or a Microsoft Word file formatted for Avery Labels. This is sent as an email attachment. Rental is for one-time use only. Specialty lists available upon request. MESA does not publish email addresses of its members. Direct questions about mailing labels and costs to: Sara Palmer (palmers@email.arizona.edu) at the MESA Secretariat. Specialty lists are available at \$20 plus \$.10 per name. (Rates subject to change.)

Entire active membership (approximately 2600+)

US/Canadian membership (2000+)

Directors or Heads of Centers/Programs and Departments (200) (call for availability)

Advertising forms are available from the website



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