

ASTROnews eTOC Advertising

CONTRACT / ADVERTISING INSERTION ORDER

The *ASTROnews* eTOC (electronic table of contents) is the email news blast announcing the release of *ASTROnews'* Spring, Summer and Winter editions, as well as the Annual Meeting Guide. The news blasts include a hyperlinked table of contents and links to feature stories.

Payment is due upon invoicing after the run date. Metrics for open and click rates will be provided two weeks after run date.

AD MATERIALS ARE DUE ONE WEEK PRIOR TO POSTING DATE. ALL ARTWORK MUST BE JPG FORMAT. WE DO NOT ACCEPT ANIMATED ARTWORK.

Issue	Target Send Date	Premium/Regular Ad Space	
Spring 2022	April 11, 2022	<input type="checkbox"/> Premium	<input type="checkbox"/> Regular
Summer 2022	July 11, 2022	<input type="checkbox"/> Premium	<input type="checkbox"/> Regular
AMG 2022	September 19, 2022	<input type="checkbox"/> Premium	<input type="checkbox"/> Regular
Winter 2023	January 23, 2023	<input type="checkbox"/> Premium	<input type="checkbox"/> Regular

CONTACT INFORMATION

ORGANIZATION/COMPANY

CONTACT PERSON

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

SIGNATURE

SALES REPRESENTATIVE

EMAIL

AD CAMPAIGN NAME

AD CAMPAIGN WEB ADDRESS

2022 eTOC ADVERTISING RATES A \$500 fee per eTOC will be issued for U.S. only sends.

Advertisement	Placement	Price
Premium: size 647 x 115 pixels	Top of email	Corporate member: \$2,880
		Nonmember: \$3,600
Regular: size 647 x 115 pixels	Middle (after features, before TOC)	Corporate member: \$2,000
		Nonmember: \$2,500

- This insertion order is the contract of record for ad placement and supersedes any other contract.
- Cancellations: With minimum of 30 days before run date prior written notice: no penalty. With less than 30 days prior written notice: Advertiser will be billed at the negotiated rate.
- Advertisers who receive frequency discounts and opt not to complete their contract will be billed at the adjusted rate based on the number of ads placed.

contact us

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