



## Advertising Opportunities at the Joint Mathematics Meetings

### JMM App

Providing a complete picture of the meeting with real-time updates, the official JMM App is steadily becoming the #1 way of connecting to the meeting for the participants. Close to 2,300 of them downloaded the app last year, and that number is expected to increase by at least 20% this year. Now you can get your message in front of this audience with banner ads and/or app notifications.

**Banner Advertising** – US \$2,000 per ad. There is limited availability for this highly visible advertising space. Only 3 banners can be sold! Banner ads rotate throughout the app and can be linked to your company’s webpage.

Deadline for insertion order and art work: **December 1, 2017**

**Push Notifications** – US \$200 per notification. Have a message pop up on each users screen!

There is no deadline for push notifications, however, only 15 can be allowed per day, and no more than 4 per hour. These are assigned on a first come, first-served basis.

\*See the end of this contract for ad specs, complete details, and ordering information.

### JMM Program Book

The JMM Program book is the most comprehensive guide to all facets of the JMM, and is distributed to over 6,000 meeting participants, including each exhibiting company. Over 66% of participants keep their programs after the meeting, giving you added and long-term exposure.

	<b>Price</b>	<b>Dimensions</b>	
Cover 4	US\$ 2,999	5 3/4” x 8 1/2”	<b>Special Discount!</b>
Cover 2	US\$ 1,899	5 3/4” x 8 1/2”	<b>Special Discount!</b>
2-page spread	US\$ 2,799	12 1/2” x 8 1/2”	<b>Special Discount!</b>
1-page	US\$ 1,499	5 3/4” x 8 1/2”	<b>Special Discount!</b>
1/2 page, horizontal	US\$ 1,153	5 3/4” x 4 1/8”	
1/4 page	US\$ 712	2 3/4” x 4 1/8”	

Deadline for insertion order and art work: **October 25, 2017**

\*See the end of this contract for ad specs, complete details, and ordering information.

### Registration Packets

Are you hosting a special event, making an important announcement, or offering special discounts at the meeting? A registration packet flyer will put your offer directly in the hands of 3,000 participants before the meeting even begins!

Registration packets will be mailed in early December to participants who registered in advance. They will include the meeting program, badges, and other important information about the meeting. Packets will also be handed out at the meeting. **Your flyer will be included in BOTH!**



The cost to have your flyer included in the registration packet is US \$711. Since space in the registration packet is limited, reservations are accepted only on a first-come, first-served basis. Reserve your space NOW!

Deadline for insertion order and all flyer to be in-house: **November 7, 2017**

\*See the end of this contract for flyer specs, complete details, and ordering information.

### **JMM Newsletter**

*JointMeetingNews* is the daily Newsletter for the meeting. It is distributed during the meeting and includes important program updates and last-minute announcements. **Why not include your information, too?**

The *JointMeetingNews* will be sent electronically to every participant daily during the meeting and a link to it will be included on the JMM website. Whether you want to place an ad or make an announcement, *JointMeetingNews* is a great way to reach your audience. Ads are US \$65 per ad per day, or US \$199 for all four days of the meeting.

Ads can be ordered up to and during the meeting. However, for prime placement in the newsletter, the deadline for insertion and art work is **December 26, 2017**.

Exhibitors may submit announcements for the meeting, on a complimentary basis, until **November 1, 2017**.

These announcements will be published in the printed program as well as included in a flyer that will be included in the registration packets. After **November 1, 2017**, announcements will only be published in the *JointMeetingNews* at a low price of US \$1 per word per announcement per day or a SPECIAL DISCOUNT of US \$.50 per word per announcement for three (3) or more days.

\*See the end of this contract for ad specs, complete details, and ordering information.

### **Mailing Lists**

Get the word out early about your products and services by purchasing a mailing list of JMM participants! A list of pre-registrants will be available before the meeting, and a full list of participants will be available after the meeting.

One full mailing list may be purchased for US \$400, or two for US 699. All lists will be sent as Excel files via email. Sorry, email addresses cannot be included in the mailing lists.

\*See the end of this contract for complete details and ordering information.



## Joint Mathematics Meetings Advertising Contract

### Joint Mathematics Meetings, January 10-13, 2018, San Diego Convention Center

#### Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Email: \_\_\_\_\_ Daytime Telephone: \_\_\_\_\_

Marketing Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

#### Terms for Advertising in the Mobile App

##### Banner Ads

1. **Rates:** US \$2,000. Prepayment is required upon submission of contract.
2. **Cancellations and Changes:** Cancellations or changes cannot be guaranteed in advertising between the time the ad is ordered and the initial publication. Once an Advertisement Order has been accepted, Advertiser can only cancel or alter an Advertisement Order up to **December 1, 2017**. No refunds will be issued after this date.
3. **Specifications:** Contact Christine Davis at [cpd@ams.org](mailto:cpd@ams.org) for all specs. Banner ads have a maximum size of 600KB.
4. **Approvals:** Sample ad must be approved by the AMS Director of Meetings.

##### Push Notifications

1. **Rates:** US \$200. Prepayment is required upon submission of contract.
2. **Cancellations and Changes:** Cancellations and Changes can be made up to 24 hours prior to the time the notification is sent out.
3. **Specifications:** 70 characters max. (No photos; only text)

#### Terms for Advertising in the Program

1. **Rates:** Rates are listed above. Prepayment is required upon submission of contract.
2. **General:** A signed contract must be submitted by the company/association/agency (Advertiser) to the American Mathematical Society and Mathematical Association of America ("Group") by **October 25, 2017**. By submitting advertising for inclusion in the 2018 Joint Meetings Program (Program), Advertiser agrees to be bound by the terms of this contract. No conditions other than those set forth herein shall be binding on Group unless specifically agreed to in writing by Group. Group will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser. This contract supersedes all terms and conditions on Group rate sheets.
3. **Electronic submission:** The overall size of the program is 7" x 10". Covers can be printed in color. All other ads will be printed in black and white only. The preferred submission format is pdf files sent electronically to Christine Davis at [cpd@ams.org](mailto:cpd@ams.org). If your ad has been converted from color to black and white, please pay close attention to the greyscale contrast. The contrast between the background and objects, or objects that overlap one another, should be at least 20%. If this is not the case, your ad may have a muddied quality when printed on the press for the program. Ad Specifications: a) be created to be the same size as the ad itself; b) have either embedded fonts or have all text converted to outlines; c) have all images embedded. Embedded images should be at a minimum resolution of 300 dpi; d) not include crop marks; e) be bordered with a minimum 1 pt. rule around the edge. **Deadline for all artwork is October 25, 2017.**
4. **Right to Edit or Reject:** All advertising is subject to Group's approval. The Group reserves the right to reject advertising. Advertisers and their agencies assume liability for all content (including text representation and illustration) of



advertisements printed and assume responsibility for any resulting claims against the Group. The Group assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement.

**5. Ownership of advertising copy:** On delivery of advertising copy to Group said advertising copy will become wholly and entirely the property of the Group to be published in the Program. Group shall not publish Advertiser's advertising in any other medium. Group assumes no responsibility for the return or storage of any photographs or art work of the Advertiser. All advertising copy that represents the creative effort of the Group and/or the use of creativity, labor, composition or material furnished by it, is and remains the property of the Group, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Group's prior written consent.

**6. Positioning of Advertisements:** Group shall have full latitude with respect to positioning all advertisements; provided, however, that Group will use its reasonable efforts to accommodate the Advertiser's positioning requests, if any.

**7. Typographical errors, Incorrect Insertions or Omissions:** The Advertiser's contract cannot be invalidated, and the Group will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.

**8. Cancellations and Changes:** Cancellations or changes cannot be guaranteed in advertising between the time the ad is ordered and the initial publication. Once an Advertisement Order has been accepted, Advertiser can only cancel or alter an Advertisement Order up to **October 25, 2017**. No refunds will be issued after this date. After this date, a written consent by the AMS Director of Meetings is required for any cancellations due to special circumstances. If such consent is not granted then the Advertiser will not receive a refund. If such consent is granted then the Advertiser will receive a refund minus 10%.

**9. Indemnification:** Advertiser agrees to indemnify, defend and hold harmless the Group from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs, and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the Group or any of its affiliates may become liable by reason of Group's publication of Advertiser's advertising. All advertisements are accepted and published in the Program upon the representation by the Advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate the rights of, or be harmful to, any person, corporation or other entity, and will not infringe any copyright, trademark, or patent rights. In consideration of the publication of advertisements, the Advertiser will, jointly and severally, indemnify and save harmless the Group, and its members, employees, officers, and staff, against all liability, loss, damage, and expense of any nature, including attorneys' fees arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of Advertiser's Advertisement.

**10. Force Majeure:** Each party's obligations under the advertising contract are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the party.

**11. Governing Law:** This contract shall be construed under the laws of Rhode Island. Venue for any legal actions regarding this contract shall be in Rhode Island.

**12. Full Contract:** This writing contains the entire Contract of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Contract. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.

### **Terms for Advertising in the Registration Packet**

1. **Rates:** US \$711, Prepayment is required and only one flyer allowed per company.

2. **Cancellations and Changes:** There are no refunds after the deadline of **November 7, 2017**.

3. **Specifications:** 8½" x 11" maximum trim size, 50# maximum weight (any color stock or ink allowed); only flat sheets accepted, no fold, 6,000 copies (to be provided by you). Printing allowed on both sides at your discretion, any reference to the meeting must be "Joint Mathematics Meetings", flyers are required to be in-house by **November 7, 2017** and a sample flyer must be approved by the AMS Director of Meetings before shipment is sent. Sample flyers should be emailed to Christine Davis at cpd@ams.org or by fax to 401-455-4004. The AMS shall not be responsible for the condition of any materials shipped to the AMS.

### **Terms for Advertising in the JMM Newsletter**

#### Advertisements

1. **Rates:** US \$65 per ad per day or a SPECIAL DISCOUNT of US \$199 per ad for four (4) or more days.

2. **Cancellations and Changes:** Fees paid for ads submitted for the *JointMeetingNews* are nonrefundable.



3. **Specifications:** Contact Christine Davis at [cpd@ams.org](mailto:cpd@ams.org) for all specs. All ads must be sent electronically Ads will be accepted on a first-come, first-served basis in the order in which they are received. Acceptance will be subject to all specifications listed below, editor’s discretion for layout design, and approval by the AMS Director of Meetings.

Announcements

1. **Rates:** US \$1 per word per announcement per day or a SPECIAL DISCOUNT of US \$.50 per word per announcement for three (3) or more days. Exhibitors may submit announcements before the meeting, as a complimentary service, until **November 1, 2017**. After **November 1**, announcements will only be published in the *JointMeetingNews*.
2. **Cancellations and Changes:** Fees paid for ads submitted for the *JointMeetingNews* are nonrefundable
3. **Specifications:** The preferred format for ads is jpeg, maximum 300 pixels wide and 425 pixels high. All announcements must be sent electronically to the Exhibits Coordinator, Christine Davis, at [cpd@ams.org](mailto:cpd@ams.org). We reserve the right to adjust ads proportionately in size depending upon layout. The inclusion of any announcement is subject to the discretion of the AMS Director of Meetings.

**Terms for Advertising using a JMM Mailing List**

1. **Rates:** One full mailing list – US \$400, or two lists – US \$699.
2. **Cancellations and Changes:** Fees paid for ads submitted for the *JointMeetingNews* are nonrefundable
3. **Specifications:** All lists are sent in Excel via email. Lists are printed in zip code order, unless otherwise specified. Such criteria may include geographic area, zip code ranges, membership, and type of participant (such as student), etc. Email addresses cannot be provided on any list. A copy of all mailing list material must be approved by the AMS Director of Meetings before list can be sold. All mailing lists of participants in the JMM are rented for one-time use only and are not to be copied for reuse or incorporation into other lists without the permission of the AMS Director of Meetings. Commitment to these terms is required via the Mailing List Contract on the reverse of this flyer. Please complete and sign this contract and send it with your payment.
4. **Use of Information:** Description and Intent of Use: (Please Print) \_\_\_\_\_

\*\*\*\*\*

**Amount Due for JMM App Advertising: \$** \_\_\_\_\_

Description: \_\_\_\_\_

I have read the above terms and conditions. (Please initial) \_\_\_\_\_

**Amount Due for Program Book Advertising: \$** \_\_\_\_\_

Description: \_\_\_\_\_

I have read the above terms and conditions. (Please initial) \_\_\_\_\_

**Amount Due for Registration Packet Advertising: \$** \_\_\_\_\_

Description: \_\_\_\_\_

I have read the above terms and conditions. (Please initial) \_\_\_\_\_

**Amount Due for Newsletter Advertising: \$** \_\_\_\_\_

Description: \_\_\_\_\_

I have read the above terms and conditions. (Please initial) \_\_\_\_\_

**Amount Due for Mailing List Advertising: \$** \_\_\_\_\_

Description: \_\_\_\_\_



I have read the above terms and conditions. (Please initial) \_\_\_\_\_

**Total Amount due for Advertising for the Joint Mathematics Meetings: \$** \_\_\_\_\_

**Payment Type:**     Check     Credit Card

**Full payment is required with this application.** Make checks payable to AMS. Foreign checks must be drawn on a U.S. Bank and payable in U.S. funds. All major credit cards also accepted (**by phone only**). To pay by credit card, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137. For your security, we do not accept credit card numbers by postal mail, email, or fax. **For questions**, contact the MMSB at [mmsb@ams.org](mailto:mmsb@ams.org). For ALL check payments, **please keep a copy of this for your records**, and send to: Mathematics Meetings Service Bureau (MMSB), PO Box 6887, Providence, RI 02940-6887.