Advertising Opportunities at the Joint Mathematics Meetings

JMM App

JMM Mobile App is steadily becoming the #1 way for participants to connect to the meeting, providing a complete picture of the meeting with real-time updates. Over half of the JMM participants downloaded the app last year, and that number is expected to increase by at least 10% this year. Now you can get your message in front of this audience with banner ads and/or push notifications.

Banner Advertising – US $2,100 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 29, 2020

Push Notifications – US $275 per notification. Have a message pop up on each users screen!

Special Discount for New Venture Exhibitors! – US $100 per push notification

There is no deadline for push notifications, however, only 15 can be allowed per day, and no more than 4 per hour. Notifications 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 still one of the most comprehensive guides to all facets of the JMM, and is distributed to over a quarter of the meeting participants, including exhibitors.

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
<th>Dimensions</th>
<th>Special Discount!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>US $2,999</td>
<td>5 3/4” x 8 1/2”</td>
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</tr>
<tr>
<td>Cover 2</td>
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<tr>
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<td>Special Discount!</td>
</tr>
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<td>5 3/4” x 4 1/8”</td>
<td>Special Discount!</td>
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<tr>
<td>1/4 page</td>
<td>US $755</td>
<td>2 3/4” x 4 1/8”</td>
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Deadline for insertion order and art work: October 20, 2020

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

Promotional Flyers

What do you want to tell your current or potential customers before the meeting? Perhaps you are hosting an event, launching a new product, or offering special discounts at the meeting. Here is your chance to put this on a flyer that will be distributed to all registered participants both before and during the meeting.

All flyers will be emailed electronically in early December to each participant who registered in advance plus; listed on the JMM website in December and handed out at the meeting as well. Your flyer could be included!
The cost per flyer is US $747. The order in which a flyer is listed is based on the order in which a space is purchased. Reserve your space NOW!

Deadline for submitting an insertion order, sending a pdf of a flyer, and receiving a flyer in Providence: November 6, 2020

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 daily during the meeting and includes important program updates, ads, and announcements. Why not include your information, too?

The *JointMeetingNews* will be sent electronically to every participant each morning of the meeting. In addition, a link to it will be posted on the JMM website; thus, accessible at any time. Whether you want to place an ad or make an announcement, *JointMeetingNews* is a great way to reach your audience during the meeting.

**Ads** - Cost for ads are US $65 per ad per day, or US $199 per ad for all four (4) days of the meeting. They can be ordered both before and during the meeting. However, for prime placement in the newsletter, the deadline for insertion and art work is December 30, 2020.

**Announcements** - Exhibitors may submit announcements for the meeting, on a complimentary basis, until November 1, 2020. These announcements will be published in the printed program as well as included on a flyer that will be distributed to all participants. After November 1, 2020, announcements can only be made via the *JointMeetingNews* with the exception of verbal announcements made by the Exhibits Coordinator during the meeting.

The cost to include an announcement in the newsletter is ONLY US $1 per word per announcement per day or 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 partial list of participants 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 $700.* 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.

*Note that the Mathematics Meetings Service Bureau (MMSB) is the ONLY group authorized to sell any lists for the JMM.*
Joint Mathematics Meetings Advertising Contract
Joint Mathematics Meetings, January 6-9, 2021 Walter E. Washington 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 $2,100. Prepayment is required upon submission of contract.
2. Specifications: Contact Christine Davis at cpd@ams.org or mmsb@ams.org for all specs. Banner ads have a maximum size of 600KB.
3. Approvals: Sample ad must be approved by the AMS Director of Meetings.

Push Notifications
2. Cancellations and Changes: Cancellations and changes can be made up to 24 hours prior to the time the notification is scheduled to be sent out.
3. Specifications: 70 characters maximum. (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 20, 2020. By submitting advertising for inclusion in the 2021 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. Full page ads are 5.75”x8.5”. The preferred submission format is pdf files sent electronically to Christine Davis at cpd@ams.org or mmsb@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 muddy 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 20, 2020.
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 20, 2020. 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 through Promotional Flyers**

1. Rates: US $747, Prepayment is required and only one flyer allowed per company.

2. Cancellations and Changes: There are no refunds after the deadline of November 6, 2020.

3. Specifications: 8½” x 11” maximum trim size, 50# maximum weight (any color stock or ink allowed); only flat sheets accepted, no fold, 1,200 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 6, 2020 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 mmsb@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 all four (4) days.

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

3. Specifications: Contact Christine Davis at cpd@ams.org or mmsb@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 herein, 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 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, 2020. After November 1, 2020, announcements can only be made via the JointMeetingNews, with the exception of verbal announcements made by the Exhibits Coordinator during the meeting.
2. Cancellations and Changes: Fees paid for announcements submitted for the JointMeetingNews are nonrefundable.

Terms for Advertising using a JMM Mailing List
2. Cancellations and Changes: Fees paid for ads submitted for the JMM mailing lists 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: __________________________________________

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 Promotional Flyers: $_____________
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: Bank and payable in U.S. funds. All major credit cards accepted via phone and fax. To pay by credit card, please call Christine Davis at 401-455-4137 or 800-321-4267 x 4137 or by fax at 401-455-4004. Note that any credit card information sent via the fax number provided will be sent through a secure encrypted portal. Credit card numbers cannot be accepted by postal mail or email. For questions, contact the MMSB at mmsb@ams.org. For ALL check payments, please keep a copy of this application for your records, and send the original with your check to: Mathematics Meetings Service Bureau (MMSB), 201 Charles Street, Providence, RI 02904.