



2012 INFORMS Advertising Insertion

ADVERTISER INFORMATION

CONTACT: _____
 TITLE: _____
 BUSINESS NAME: _____
 MAILING ADDRESS: _____
 CITY/STATE/ZIP: _____
 PHONE: _____ FAX: _____
 EMAIL: _____

- Please contact me to coordinate having my Ad designed. (Cost: \$50/half hour; \$80/hour)
- Please contact me regarding special placement options.

AD RATES

SCHEDULE A

Management Science, Operations Research

- Full Page - Color (4/c): \$1,800
- Full-page - Black & White: \$1,080
- Half-Page - Color (4/c): \$1,530
- Half-Page - Black & White: \$805

SCHEDULE B

Interfaces, Marketing Science

- Full-page - Color (4/c): \$1,480
- Full-page - Black & White: \$750
- Half-Page - Color (4/c): \$1,365
- Half-Page - Black & White: \$640

AD SIZES:

Full-Page Ad

Bleed size: 8.375" X 11.125"
 Trim Size: 8.125" x 10.875"
 Live Area: 7.125" x 9.875"

Half-Page Ad

Live Area: 7.125' X 4.875"
 Half-Page Ad
 Live Area: 200px X 600px

SCHEDULE C

Information Systems Research, INFORMS
 Journal on Computing, M&SOM, Organization Science

- Full-page - Color (4/c): \$1,160
- Full-page - Black & White: \$430
- Half-Page - Color (4/c): \$1,115
- Half-Page - Black & White: \$390

SCHEDULE D

Decision Analysis, Transportation Science

- Full-page - Color (4/c): \$890
- Full-page - Black & White: \$430
- Half-Page - Color (4/c): \$860
- Half Page - Black & White: \$390

AD TITLE: _____
 PUBLICATION: _____
 DATE OF ISSUE: _____

Advertisement Price: _____
 Special Placement (C3 +20%): _____
 Consecutive Ad Rate Discount (see rate chart): _____
 Total Amount Due INFORMS: _____

Credit Card Number: _____
 Cardholder Name: _____
 Expiration Date: ____/____ Security Code: _____

- VISA
- MASTERCARD
- AMEX
- CHECK, please make payable to: INFORMS.

ADDITIONAL TERMS & INFORMATION:

This agreement is subject to the rates, terms, and conditions of the current rate sheet and becomes effective upon the publisher's acceptance. Advertiser acknowledges that he/she has read this agreement, understands it, and agrees to be bound by the terms and conditions. The terms and conditions (see inset) are a part of this agreement. All payments must be received before or with ad artwork. Ad size, color level and placement is subject to availability. The undersigned person is authorized to enter into contracts on behalf of the business or organization listed above.

Signed: _____ Date: _____



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AD RESERVATIONS:

Placement is NOT guaranteed for ads reserved but not received and paid by Ad Materials Due Date. Please send all orders and payments to:

INFORMS
7240 Parkway Dr, Suite 300
Hanover, Maryland 21076

For questions on orders, placement or contracts please contact:

Thomas Fink
+1.443.757.3561
thomas.fink@INFORMS.org

For your convenience, orders may be faxed or emailed to:

+1.443-757-3515
pubsadvertising@mail.INFORMS.org

TERMS & CONDITIONS

AGENCY COMMISSIONS

5% on gross billing allowed to recognized advertising agencies provided account is paid within 30 days of invoice date.
Cash discount: 2%, net 10 days.

CONSECUTIVE INSERTION ORDERS

A contract must be issued prior to first insertion to obtain lower rates. If a consecutive insertion contract is cancelled before completion, the advertiser will be charged per insertion the difference between the contracted rate and the rate applicable

to the number of insertions published.

2x Full-page Ad less 5%
3x Full-page Ad less 10%
4x Full-page Ad less 15%
6x Full-page Ad less 20%
12x Full-page Ad less 25%

CANCELLATIONS

5% on gross billing allowed to recognized advertising agencies provided account is paid within 30 days of invoice date.
Cash discount: 2%, net 10 days.

NOTE

All advertising is subject to approval. INFORMS reserves the right to deny advertising space to any company or institution.

2%, net 10 days.