



SOCMA
2011 One-time Introductory Advertising Offer
Promote your business to SOCMA members for an entire month!



3 Easy Steps...

Step 1 of 3 – Choose Monthly Advertising Menu Items

First come, first served with payment

Exclusive Website Section Ads (Average page views vary per section. Please call for information.)

✓ Special Price	Regular Price	Ad Location	Dimensions (pixels)	Refer to ...	Please list your top 3 website section preferences for the Ad.
<input type="checkbox"/> \$2,700	\$4,950	Small Left	240 w x 120 h	Figure A	
<input type="checkbox"/> \$2,850	\$5,150	Large Left	240 w x 300 h	Figure B	
<input type="checkbox"/> \$2,900	\$5,350	Above Page Title	468 w x 60 h	Figure C	

Give your Website Section Ad greater impact by adding another one!

2nd Website Section Ad (Special prices only available with the purchase of 1st ad)

✓ Special Price	Regular price	Ad Location	Dimensions (pixels)	Refer to ...
<input type="checkbox"/> \$225	\$4,950	Small Left	240 w x 120 h	Figure A
<input type="checkbox"/> \$250	\$5,150	Large Left	240 w x 300 h	Figure B

Homepage Rotation Ad (Nearly 3,000 page views per month; Special prices only available with the purchase of 1st ad)

✓ Special Price	Regular Price	Ad Location	Dimensions (pixels)	Refer to ...
<input type="checkbox"/> \$450	\$2,300	Bottom Left	175 w x 180 h	Figure D

(2) Exclusive E-newsletter Ads (Sent twice per month to 1,400 SOCMA Members; Special prices (Only available with the purchase of 1st ad)

✓ Special Price	Regular Price	Ad Location	Dimensions (pixels)	Refer to ...
<input type="checkbox"/> \$1,000	\$1,250	Top	468 w x 60 h	Figure E

Choose to separate your message from the rest.

(1) Direct Email to SOCMA Members (Sent to up to 1,700 SOCMA Members; Special prices only available with the purchase of 1st ad)

✓ Special Price	Regular
<input type="checkbox"/> \$1,500	\$3,000

OR, just make it simple...

Select the Premium Monthly Package (Save \$600 per month!)

✓ Item	Special Price	Ad Location	Refer to ...	Please list your top 3 website section preferences for the Ad.
<input checked="" type="checkbox"/> Website Ad	\$2,900	Above Page Title	Figure C	
<input checked="" type="checkbox"/> 2nd Website Ad	\$225	Small Left	Figure C	
<input checked="" type="checkbox"/> Homepage Rotation Ad	\$450	Bottom Left	Figure D	
<input checked="" type="checkbox"/> (2) E-news Ads	\$1,000	Top	Figure E	
<input checked="" type="checkbox"/> (1) Email to Members	\$1,500	N/A	N/A	

Total Value: \$6,075 per month

PAY ONLY \$5,475 per month

Yes, I would like a "Premium Monthly Package" for only \$5,475.

Promote your business!

Step 2 of 3 - Select Advertising Month/s

2011 Monthly Advertising Run Dates Advertising Submission Deadline

<input type="checkbox"/>	February	1 – 28	Please Call	
<input type="checkbox"/>	March	1 – 31	February	18
<input type="checkbox"/>	April	1 – 30	March	18
<input type="checkbox"/>	May	1 – 31	April	15
<input type="checkbox"/>	June	1 – 30	May	20
<input type="checkbox"/>	July	1 – 31	June	17
<input type="checkbox"/>	August	1 – 31	July	15
<input type="checkbox"/>	September	1 – 30	August	19
<input type="checkbox"/>	October	1 – 31	September	16
<input type="checkbox"/>	November	1 – 30	October	14
<input type="checkbox"/>	December	1 – 31	November	18

Figure A



Figure B

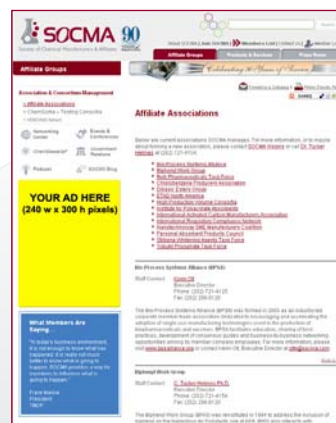


Figure C



Figure D

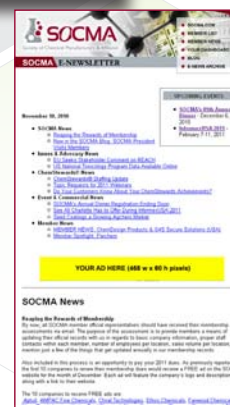


Figure E

Interested in advertising on Blog.SOCMA.com or ChemAlliance.org?
Please call for information.

Step 3 of 3 – Submit Advertising Insertion Request

First Come, First Served with Payment

Please print or attach a business card.

Company Name / Organization (as it will appear in promotions): _____

Contact Name: Mr. Ms. Dr. _____ Job Title: _____

Company Address: _____

Company Address 2: _____

City: _____ State / Prov: _____ Zip / Postal Code: _____ Country: _____

Tel: _____ Fax: _____ Email: _____

Payment Information

TOTAL PAYMENT: \$ _____ Check (Please make checks payable to **SOCMA**. All payments must be in US dollars.

Master Card / Visa American Express

Card Number: _____ Expiration Date: _____

Print name as it appears on the card: _____

Cardholder's Signature: _____ Date: _____

Full payment must accompany all advertising insertion requests for scheduling. Payments will not be processed until run dates are confirmed.

SEND CHECKS AND SIGNED ADVERTISING INSERTIONS TO:

SOCMA | Attention: Liesa Brown
1850 M Street NW, Suite 700
Washington, DC 20036-5810
Tel: (202) 721-4100 ext. 4185
Fax: (202) 296-8120

For more information, visit us on the web at www.socma.com/advertising.
Contact Liesa Brown, Director, Marketing & PR at marketing@socma.com
or call (202) 721-4185.