

FUSION JOURNAL RATE CARD #41
The American Scientific Glassblowers Society
National Office
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A Quarterly Publication of *The American Scientific Glassblowers Society*

Rates for February through November 2023 issues

1. PERSONNEL

Fusion is owned by *The American Scientific Glassblowers Society* and is under the control of the Board of Directors. Administration of Advertising and Subscriptions is performed at the National Office.

2. PAYMENT TERMS & CONDITIONS

- a. 30 days net, invoice will be emailed or mailed
 - b. Payments by credit card, PayPal or checks are accepted.
 - c. Emailed invoices can be paid securely online by credit card.
 - d. If account is not paid within 30 days of the invoice date a 1-½% interest charge will be added to the following month's invoice.
 - e. If an account is 90 days past due, the Publications Chair of *Fusion* will reserve the right to cancel advertising until account is current.
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3. GENERAL

- a. A Publisher's Copy Protective Clause: Advertiser and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisement printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, which he feels, is not in keeping with the publication's standards. **Please see the attached policy adopted by the Board of Directors in July 2015.**
 - b. Any deliberate attempt to simulate a publication's format is not permitted and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion represents editorial matter.
 - c. Rate Protection Clause: Proper notification will be given of any rate changes. Either party, without any penalties, may cancel contracts upon notification of rate change.
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4. GENERAL ADVERTISING RATES ARE AS FOLLOWS (Series price is for each issue):

BLACK/WHITE

Full page	1 time - \$325.00	2023-Feb.- 2023-Nov. Series - \$295.00
½ Page	1 time - \$240.00	2023-Feb.- 2023-Nov. Series - \$205.00
¼ Page	1 time - \$180.00	2023-Feb.- 2023-Nov. Series - \$165.00

COLOR

Advertiser must supply a high-resolution tiff, pdf, or jpg image (at least 300 dpi) and also submit color picture showing the ad layout. See further information in section 6 below.

Color

Full Page	1 time - \$425.00	2023-Feb.- 2023-Nov. Series - \$395.00
½ Page	1 time - \$310.00	2023-Feb.- 2023-Nov. Series - \$285.00
¼ Page	1 time - \$240.00	2023-Feb.- 2023-Nov. Series - \$195.00

COVERS/SPECIAL POSITIONING

Non-cancelable contract. Advertisers may contract for one or more covers in conjunction with a yearly contract for 4-page insertions.

- a. Rate for covers:
 - Inside back cover - Color earned page rate plus \$55.00.
 - Outside back cover - Color earned page rate plus \$88.00.
- b. Rates for special position: (other than non-cancelable covers)
 - \$20.00 extra per page insertion or fractional page insertion for any guaranteed position. Guaranteed page designation may depend on whether the ad is B/W or color.
- c. Position restrictions: Outside front cover not available for advertising.
- d. Center Spread: Earned rate plus \$45.00 per page.
- e. Discount: There will be a 10% discount on second page ad for advertisers.

All covers and spreads will be available to the last advertiser on a continuing basis as long as the advertiser wants that position.

PRICES EFFECTIVE FROM DECEMBER 15, 2022, THROUGH DECEMBER 31, 2023.

5. WEB LINKS FOR *FUSION* ADVERTISERS

- a. Advertisers who reserve ads in *Fusion* for all 4 issues in the series shall receive a web link ad at the bottom of each of our web pages FREE. No ads will be sold for website presence only. Classified ads do not qualify for this link. Company web link and logo banner in proper digital format must be provided to the National Office for upload to our website.
 - b. Cancellation of the ad in *Fusion* at any time during the year or expiration of the ad shall result in the removal of the link.
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6. ELECTRONIC AD REQUIREMENTS:

All ads should be submitted in a digital format. Accepted formats are jpg, pdf, tiff, pdf and eps (or ai) (vector format created using a drawing program such as Adobe Illustrator or Freehand.)

If submitting in an eps format, the fonts (text) should be converted to outlines; or include fonts and all linked graphics.

All ads should be at least 300 dpi and sized to the exact proportions of the ad size that is requested.

Ads can be submitted as CMYK (full color) or black and white (grayscale or bitmapped)

After placing your ad in *Fusion*, a pdf proof of your placed ad can be sent to you upon request.

Ad sizes:

Full page:

6" (width) x 9" (height) (add .125 bleed on all edges; the image needs to extend beyond the edge of the page by .125 and the excess will be cut off in the bindery process.)

or:

5" x 8" (this size allows for .5 white margin on all sides)

Half page:

5 x 3.875 (height)

7. SPECIAL RATE CLASSIFICATIONS

Classified notices:

A *Fusion* ad is a prerequisite for a web site ad. Thus, all classified web site ads will also appear in *Fusion*. The content of the web site ad will be the same as the *Fusion* ad.

For Sale: \$30.00 per column inch.

Position Open Ads: \$30.00 per column inch.

Position Wanted Ads: \$30.00 per column inch.

Company's Logo Insertions: \$30.00 per column inch.

Display Classified in Box: \$20 per column inch plus cost of ad.

Code Number Return: \$20.00 per ad.

Classified pages are two columns each. Column width is 2-5/16" x 7-1/2" average five words per line; seven lines per inch (8-point type). Classified advertising accepted in single column width only. (2-5/16")

Company's logos can be inserted into any classified notice at the above rate. Logos will be resized and placed above the ad text. These logos will also appear with the notice on the ASGS website.

Ads will appear on Classified Ads page on the public side of the web site for 91 days. Since some classified ads appear in consecutive issues of *Fusion*, (upon renewal) an ad will be reinstated, or the expiration date will be extended if the ad is still running.

8. ISSUANCE AND CLOSING DATES

- a. Published quarterly – February, May, August, November
- b. Issued 15th of month of issue date
- c. All material and ads are due as follows:

ISSUE
February, 2023
May, 2023
August, 2023
November, 2023

DEADLINE
December 15, 2022
March 15, 2023
June 15, 2023
September 15, 2023

d. **CANCELLATION:** Cancellation of space not accepted 3 weeks before publication date.

9. CIRCULATION INFORMATION

Circulation to members of *The American Scientific Glassblowers Society* is without charge. Circulation to non-members is upon annual calendar year subscription only.

10. MISCELLANEOUS

a. Subscription rates to *Fusion, Journal of The American Scientific Glassblowers Society* published quarterly (February, May, August, November). Annual subscription rate is \$70.00 plus postage and handling as follows:

United States Third Class	included
Canada and International	\$30.00

b. Single Issues: Are available for \$15.00 per copy plus postage and handling as follows:

United States First Class	\$4.00
Canada and International	\$14.75

c. Please include payment for subscription and mailing at time of invoice date. Payable in US currency only to *The American Scientific Glassblowers Society*.

d. *The American Scientific Glassblowers Society* also publishes the *Proceedings* of symposia, a publication containing technical information presented at the previous meeting. This publication is in book form on a CD and contains no advertising.

e. Copy Service: Advertisers who do not have an advertising agency and who request copy service will be charged at publishers' cost.

f. Dimensions for all ad sizes in *Fusion*:

Full Page (no bleed)	5 x 8 inches (vertical)
Full Page (with bleed)	6.25 x 9.25
1/2 page	5 x 3.95 (horizontal)
1/4 page	2.45 x 3.95 (vertical)

11. MAILING INSTRUCTIONS

Space contracts and orders, insertion orders and instructions, proofs, copies, electronic ads, etc. can be emailed to the ASGS National Office at natl-office@asgs-glass.org or can be sent by US mail to:

ASGS/FUSION
12110 Pecos St., Ste 220
Westminster, CO 80234

ADVERTISING POLICY

Adopted by **The American Scientific Glassblowers Society** Board of Directors
July 2015

These Guidelines set forth standards that govern advertising in *Fusion* Journal of the American Scientific Glassblowers Society, a publication of The American Scientific Glassblowers Society (hereinafter “ASGS”).

We also recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry.

Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. In particular, we will remain teachable and open to suggestions, criticism and corrections from our readers and other interested parties.

GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in the print and digital publications of *Fusion* Journal of the American Scientific Glassblowers Society and its affiliates (hereinafter “*Fusion*”).

- Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations and guidelines. While the content of advertising does not necessarily reflect the views of *Fusion* or its editors, if it comes to the attention of *Fusion* that an ad, in our opinion, contains demonstrably false or unlawful content, *Fusion* will refuse or remove the ad in whole or in part.
- *Fusion* may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to *Fusion*'s brand.
- Although *Fusion* will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising *Fusion* will not accept are the following:
 - Advertising that *Fusion* believes, in its opinion, is indecent, vulgar, suggestive, profane, or offensive.
 - Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.

- Advertising that *Fusion* believes includes hateful or violent text advocating against any individual, group, or organization.
- Advertising that *Fusion* determines to be inflammatory.
- Advertising that *Fusion* believes will undermine the intellectual integrity, authority, and character of its mission and brand.
- All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of *Fusion's* editorial staff.
- *Fusion* may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within *Fusion* for any period of time.

SPONSOR CONTENT GUIDELINES

The guideline in the following section shall apply to all Sponsor Content served by or appearing in the print and digital publications of *Fusion*.

(These are in addition to the general guidelines for advertising content that appear above, which apply to Sponsor Content as well.)

- Sponsor Content is content created or commissioned by advertisers in collaboration with *Fusion*.
- As with all advertising, Sponsor Content does not necessarily reflect the views and choices of *Fusion's* editors. Accordingly, *Fusion* will prominently display the following disclaimer on all Sponsor Content: "SPONSOR CONTENT." *Fusion* will additionally include the following disclaimer on all Sponsor Content: "This Content is made possible by our Sponsor; it is not written by and does not necessarily reflect the views of *Fusion's* editorial staff." *Fusion* may additionally include, in certain areas and platforms, further explanations defining Sponsor Content to *Fusion* readers.
- Even with the caveat that Sponsor Content does not necessarily reflect the views of *Fusion* or its editors, *Fusion* will refuse publication of such content that, in its own judgment, would undermine the intellectual integrity, authority, and character of our enterprise.
- As with all advertising, and consistent with the foregoing General Advertising Guidelines, *Fusion* may reject or remove any Sponsor Content at any time that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to *Fusion's* brand.