



Advancing Hispanics/Chicanos
& Native Americans in Science

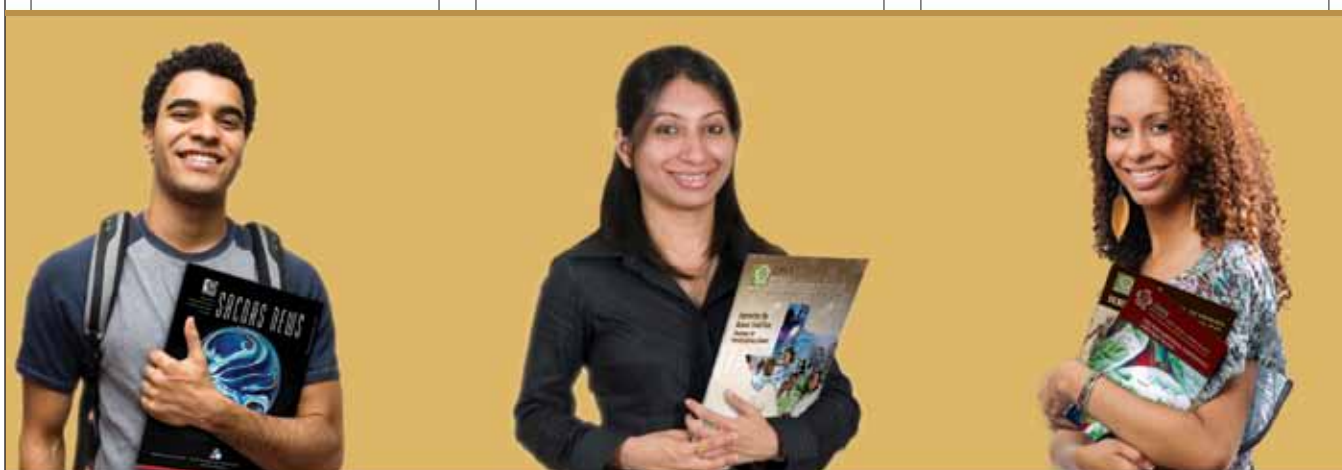
SACNAS media kit



SACNAS NEWS

CONFERENCE PROGRAM

ABSTRACTS VOLUME



your print and online advertising opportunities



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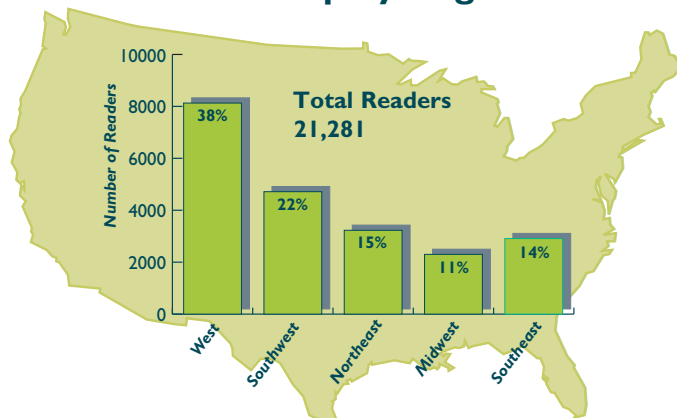
2009 SACNAS News Readership by Type

Undergraduate Students	40%
Graduate Students	16%
Postdoctoral Researchers	2%
Pre-College Educators	5%
Professionals	37%

2009 SACNAS News Readership by Gender

Female	57%
Male	43%

2009 SACNAS News Readership by Region



our market

SACNAS is a society of scientists dedicated to increasing Hispanic/Chicano and Native American participation and leadership in science. The greater SACNAS community reaches leading researchers, faculty, academic professionals, and top minority students from across the country that look to SACNAS for a wide range of opportunities and resources.

SACNAS NEWS

The SACNAS News, published twice a year, has a growing circulation of over 22,000 of the nation's most talented minority science students, postdocs, professionals, researchers, and their supporters. Highly regarded by the scientific community, the 36-page publication explores current issues, celebrates the achievements and contributions of members, and provides opportunities and resources for academic and professional development.

annual conference program

The annual SACNAS Conference Program contains vital information for all annual conference participants including the full conference agenda, biographies of keynote speakers, exhibitor listings, and the announcement of distinguished scientist and mentor awardees. Students and professionals use their programs as a year-round resource to reference contacts made at the conference, and as a record of an invitation to present their research. Additional readership statistics continued on next page.

2009 SACNAS News Readership by Ethnicity*

African American	7%
Native American**	8%
Latino/Chicano	35%
Asian American	4%
Caucasian/White	15%
Other	3%
Declined/Did Not State	28%

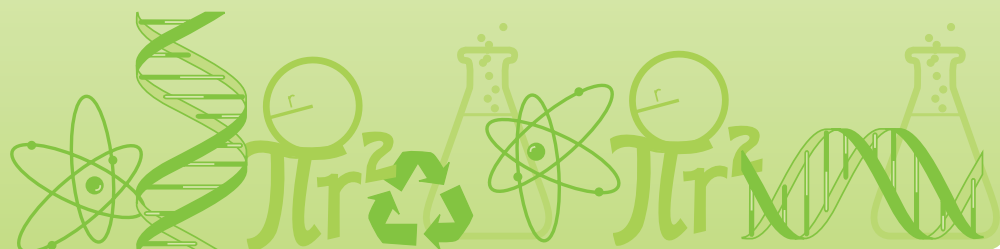
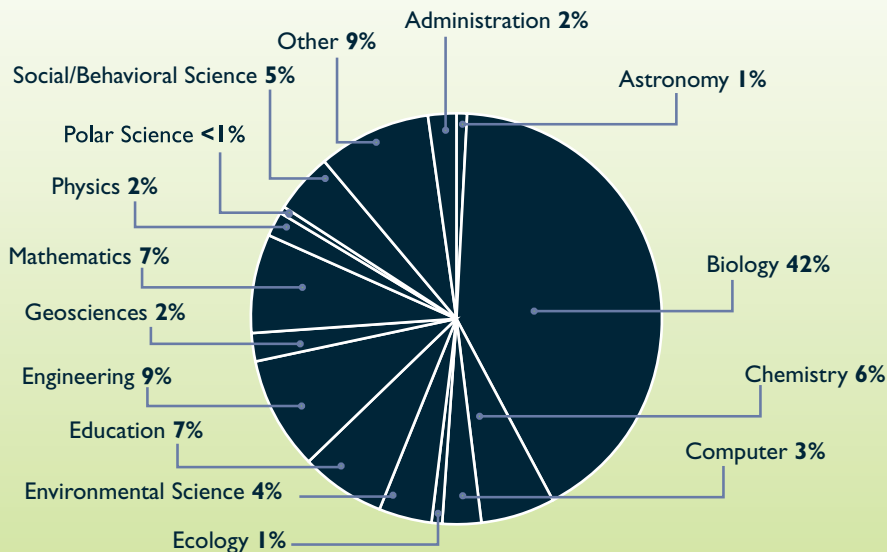
*Demographic information is based on self-identification.

**Includes Alaska Native, Native Hawaiian, Pacific Islander

annual research abstracts volume

The annual *Research Abstracts Volume* showcases top-notch science, mathematics, and engineering research being conducted by minority undergraduate and graduate students. The abstracts represent both oral and poster presentations given at the annual SACNAS conference. Students keep the abstracts volume as a record of their invitation to present and as a publication credit. Faculty, recruiters and college administrators keep the abstracts volume as a contact reference for potential graduate students, postdoctoral fellows, and summer researchers.

2009 SACNAS News Readership by Discipline



editorial
planning
calendar



SACNAS NEWS issue

Winter/Spring 2010 Edition: Climate Change

Climate change has become a catchphrase in the general population sparking debate, fear, and increasingly commercialized messages about recycling, being green, and carbon emissions. But what is the science behind understanding and tracking climate change? Who in the minority scientific community is working on climate change research? This edition of the SACNAS News digs deeper into interdisciplinary climate change research and uncovers the issues pertaining to and research being conducted by minority scientists.

Interest in Article Authorship/Queries Deadline: October 17, 2008

Article & Community News Submissions Deadline: November 16, 2009

New Doctoral Degree Announcements Deadline: November 16, 2009

Advertising Reservation Deadline: December 11, 2009

Publication Date: February 1, 2010

Summer/Fall 2010 Edition: Transformation to a Scientific Attitude

The scientific attitude is characterized by inquiry, experimentation, a deep respect for evidence, and remaining open minded yet critical. What is the moment that an individual adopts a scientific attitude? Is it developed and cultivated or is it an innate perception of the world? How and when does an individual choose to identify themselves as a scientist? This issue of the SACNAS News focuses on that transformation—including the first thrill of research, the maturation of scientist through intellectual independence, and the role that networks, peers, and mentors play in this crucial process.

Interest in Article Authorship/Queries Deadline: April 1, 2010

Article & Community News Submissions Deadline: May 28, 2010

New Doctoral & Predoctoral Degree Announcements Deadline: May 28, 2010

Advertising Reservation Deadline: June 10, 2010

Publication Date: August 2, 2010

Winter/Spring 2011 Edition: Social Networking and Web 2.0 Tools in the Scientific Community

The internet can often feel like an indecipherable labyrinth of social networking and information sharing. How can Twitter, Facebook, LinkedIn, YouTube, blogs, and interactive websites of scientific societies be used to navigate this information and advance your scientific career? How can technology help community-building among minority scientists? Can web 2.0 support scientific discourse and the communication of science? This issue of the SACNAS News, published as SACNAS prepares for the launch of its new internet home, will explore these issues and more including tips for online professional networking, how to create appropriate boundaries between your professional and private online life, and how to promote and publicize your research online.

Interest in Article Authorship/Queries Deadline: September 22, 2010

Article & Community News Submissions Deadline: September 22, 2010

New Doctoral & Predoctoral Degree Announcements Deadline: November 3, 2010

Advertising Reservation Deadline: November 12, 2010

Publication Date: January 12, 2010

Advertising Manager

Sigolène Ortega,
831 459-0170
ext. 237 or email
sigolene@sacnas.org

**Advertise
all your summer
opportunities in
our 2011
Winter/Spring
issue!**



Learn more about the SACNAS News publications at
<http://www.sacnas.org/sacnews.cfm>

print ad size choices

Notes

- * SACNAS News Back Cover **not** full page size
- ** (#) Number of ads available in SACNAS News per issue due to space limitation

cover ads and full page*

** (2) Does not include covers

1/2 page horizontal

** (6) includes both horizontal and vertical spaces

1/2 page vertical

1/4 page vertical

** (8)

save money

Running your ads in multiple publications doubles your visibility while offering significant savings on your ad order. Special packaging is available to meet all of your advertising needs! Just ask; we can help.



Become a **SACNAS News Sponsor**

Reach over **22,000 readers** with your name and logo on the front cover!

Call to confirm availability and order your sponsorship package today!

Options	Details	Ad Size	Savings
Package 1	Ad in any 2 publications/issues	1/4 page ad	10% off
Package 2	Ad in any 2 publications/issues	1/2 page ad	15% off
Package 3	Ad in any 2 publications/issues	Full page ad	20% off
Package 4	Ad in any 2 publications/issues	Cover page ad	25% off

SACNAS News Cover Sponsor Package	Ad in one publication/issue**	<ul style="list-style-type: none"> • Name & logo on the front cover • Back cover ad in one issue 	Only \$5,000 ** includes: 20 copies of the SACNAS News
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Notes

- * Only one discount per order
- ** Eligible for 25% off discount when also running an inside front, or inside back cover in another publication.

agency discount

SACNAS honors an Ad Agency discount off published rates as follows:

15% of print publications

10% of web advertising

It is the Ad Agency's responsibility to request the discount off the published rates with the order purchased by agency for advertising client.

For questions
please email Sigolène Ortega at sigolene@sacnas.org

continues...

web advertising



The SACNAS website offers an excellent opportunity to reach a diverse pool of qualified candidates for job openings, internships, fellowships, summer research opportunities, and scholarships.

Post a 500 word-text only description in the SACNAS website under the Jobs/Opportunities section for 7, 15, 30, or 45 day durations. For detailed pricing refer to rate card below:

webad rate information

E-nouncements is the SACNAS opportunities bulletin which features the latest jobs, internships, fellowships, upcoming events, SACNAS activities, and other general announcements. Over 17,000 members and associates receive the e-nouncements every two weeks via email.



Learn more about e-nouncements at <http://www.sacnas.org/enouncements.cfm>

For questions
please email Sigolène Ortega at sigolene@sacnas.org

Ad Type	Ad Length	Rate
Web page text-only ad with links for job and postdoc vacancies. <i>*Inclusion in e-nouncement depends on submission date.</i>	500 Word Max	\$150/7 days
Web page text-only ad with links for job and postdoc vacancies. <i>*Inclusion in 1 issue of e-nouncements.</i>	500 Word Max	\$250/15 days
Web page text-only ad with links for job and postdoc vacancies <i>*Inclusion in 1 issue of e-nouncements.</i>	500 Word Max	\$300/30 days
Web page text-only ad with links for job and postdoc vacancies. <i>*Inclusion in 2 issues of e-nouncements.</i>	500 Word Max	\$350/45 days
Resource Listing in SACNAS News + web page text-only ad. <i>*Inclusion in 2 issues of e-nouncements.</i> Note: See page 3 for publication space reservation deadline and distribution date.	60 Words—SACNAS News 500 Words—web	\$475/45 days & 1 issue of SACNAS News

Order today by submitting your order on-line at: <http://www.sacnas.org/submitWebAd.cfm> or send an e-mail request to: sigolene@sacnas.org with ad content and requested duration. Please note that either method requires a **MySACNAS** account.

ad specifications

camera-ready

Ads are considered camera-ready if they meet all SACNAS specifications. **Advertisers who do not meet these specifications will be notified and must either resubmit or agree to allow SACNAS to produce the ad and charge accordingly.**

ad submission

1. Digital Submission

CD or Email

The completed [digital ad checklist](#) must be sent with your ad. **A proof must accompany the checklist.**

2. Laser Print

Black & White Ads ONLY, no photos

SACNAS will scan these prints. Minimum 1000 dpi, submitted on good quality (#60 minimum) white paper.

ads submitted that require design work

design service available

We can assist you with the complete design of your ad at a moderate cost with a minimum of a three week lead time. For more information call Sigolène Ortega at 831-459-0170 x237.

proofing

Because all ads must be submitted camera-ready, SACNAS does not send a printed proof unless our design team creates or modifies your ad. Any graphic work required will be charged to the advertiser.

terms & conditions

Advertisers and ad agencies assume liability for all ad content including text, images, and illustrations. We will not be held responsible for errors in printing of digital files. **We reserve the right to reject any advertisement not in keeping with SACNAS standards. All copy is subject to publisher's approval.**

Pull Rate

An insertion or purchase order, SACNAS contract, or AMEX/Mastercard/VISA will serve as a non-refundable, official contract for reserving ad space. If the ad is canceled before the space reservation/submission deadline, 50% of the gross price will be charged. On or after the submission deadline, the full price will be charged whether or not the advertiser chooses to run the ad.

For questions or to reserve a space, please contact Sigolène Ortega at sigolene@sacnas.org or 831-459-0170, or complete and mail the [insertion order form](#).

Invoices and Payments

Please note that invoices will be generated upon receipt of insertion order, unless a grace period is requested. Payments should be made to SACNAS and mailed to P.O. Box 8526, Santa Cruz, CA 95061-8526. For proper accounting and tracking, please indicate which client the check is for directly on the check. Credit card payments may be taken over the phone for your convenience.

tips for creating PDFs

Using Adobe Acrobat Distiller:

- Select the *Press Quality Default Setting*.
- Now use the *Settings* pull-down menu to edit the default setting according to the information below:
- All files **must** be saved to Acrobat 4.0 (PDF 1.3) compatibility.
- De-select *Optimize for Fast Web View and Embed Thumbnails*.
- All fonts **must** be embedded. Do not subset fonts.

If you are creating your pdf from another application, please be careful that the above settings are selected and also check for the following:

- Use PostScript Level 2 only; Data Encoding should be Binary
- For color PDFs choose composite CMYK.
- For black & white PDFs choose Grayscale.
- Select the correct page size for your ad and provide crop marks.

Always proof your PDF before sending it.

which
publication
deadline?

Check all that apply

- 2010 SACNAS News—Summer/Fall: June 10, 2010
- Conference Program: July 8, 2010
- Research Abstracts Volume: August 12, 2010
- 2011 SACNAS News—Winter/Spring: November 12, 2010

which
package
discount?

Note: Only one discount per order

- Advertising Package
- No Package
- Ad Agency Discount—15%
- Package 1—10% (2 x 1/4 page ads)
- Package 2—15% (2 x 1/2 page ads)
- Package 3—20% (2 x full page ads)
- Package 4—25% (2 x cover ads)

your
details

Advertiser Information:

Name: _____
 Organization: _____

 Phone: _____
 Email: _____

Ad Agency Information (If applicable):

Name: _____
 Organization: _____

 Phone: _____
 Email: _____

Name to Print in Advertisers Index (where applicable): _____

Address (tear sheet will be mailed to): _____

City: _____ State: _____ Zip Code: _____

select your
ad size please
check all applicable

Notes

- * 4-color option only available in SACNAS News and Conference Program
- ** 4-color option only available in Conference Program
- *** There is no 1/4 page horizontal ad choice

Ad Location	SACNAS News		Conference Program or Abstracts Volume		Ad Dimensions
	4-color	B&W	4-color	B&W	
Back Cover (4-color only)	<input type="checkbox"/> \$5,000 sponsor (Includes: front cover name/logo & 20 additional copies of the publication)		<input type="checkbox"/> \$3,850	—	7" x 6 1/8"—SN 7" x 9"— Conf. Prog./Abs. Vol.
Inside Cover*	<input type="checkbox"/> \$3,300	—	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$2,700	7" x 9"
Full Page	—	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,200**	<input type="checkbox"/> \$1,650	7" x 9"
1/2 Page Horizontal	—	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,650**	<input type="checkbox"/> \$1,100	7" x 4 3/8"
1/2 Page Vertical	—	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,650**	<input type="checkbox"/> \$1,100	3 3/8" x 9"
1/4 Page Vertical***	—	<input type="checkbox"/> \$735	—	<input type="checkbox"/> \$550	3 3/8" x 4 3/8"
Resource/Job Listing	—	<input type="checkbox"/> \$275	—	—	50–60 words
Resource Listing in SN and 45-day web text-only combo. See pg. 3 for publication space reservation deadline and distribution date.	—	<input type="checkbox"/> \$475	—	—	60 words—SN; 500 words—web

payment
method

*An invoice will be generated upon receipt of insertion order, unless otherwise requested.
 **For detailed information on billing, payment and cancelation policy, please read the terms & conditions on p.6 of the Media Kit.

P.O. #: _____ Check Enclosed Bill to: _____
 A copy of the Purchase Order must be faxed with Insertion Order. Please indicate which client the check is for directly on the check.

VISA AMEX MasterCard Card number: _____

Name on card: _____ expiration date: _____

CVC # _____ Signature: _____

fax number &
questions

Complete and Fax to: (831) 459-0194
 Questions? Call Sigolene Ortega, Advertising Manager (831) 459-0170, ext. 237



complete and send this form with ad and ad proof

This form **must** be completed in full and sent to us with your ad and ad proof. We cannot accept your ad without it! Disks are not returned unless requested.

1. Name of Advertiser

2. Publication

- SACNAS News
- Conference Program
- Research Abstracts volume

3. Ad size: 1/4 1/2 horizontal 1/2 vertical
 Full Page back cover inside cover

4. Exact dimensions (trim size)

_____ width x height _____

(See [ad rates and dimensions chart on page 7](#))

5. Ad sent via (check one):

- CD-ROM
- Email (file size not to exceed 10 MB. Compress your files using hqx (BinHex), Stuffit, or zip (ZIP). Windows OS users should ZIP files before sending.)

6. Ad color (check one):

- B&W 4-color (CMYK only)

file specifications

1. The following are the file formats we accept (check one):

- PDF (save as Acrobat 4, 1.3 compatibility)
(Please see [tips for making PDFs](#))
- Adobe InDesign (CS3: package for output)
- Adobe Illustrator (CS3: save as EPS, outline all fonts, include all links)
- Adobe Photoshop (CS3: save as EPS or TIF (900 dpi minimum for all text/line art)
- CorelDraw (save as .ai file, outline fonts, include all links)

About Microsoft Word

Microsoft Word cannot be used in commercial printing. A very simple ad (text only) can be reworked into an acceptable format by our graphics department at minimal cost. Call 831-459-0170 x237 for advice or questions.

2. Linked files **must** be included (saved as TIF or EPS):

- All photos, 300 dpi minimum at size.
- Tiff files containing text, logos, or graphics, 900 dpi min.
- Convert all fonts to outline in Illustrator EPS or .ai files

All files must be converted to CMYK or Grayscale. Please check the following list:

- No Pantone ink colors

- No RGB photos
- No JPEGs
- Include keyline (or we will provide one).
- Update all links before sending us your file
- Convert all fonts to outline (preferred), **or** include with your ad submission
- Use only Type 1 fonts, no TrueType fonts
- Do not use LZW compression
- Do not nest EPS files into other EPS files
- Do not embed ICC profiles within images

Note: Files with Pantone or RGB colors will be revised by the advertiser or by SACNAS for a fee.

3. Proof:

- Color proof for 4-color ad
 - Grayscale proof for B&W ad
- SACNAS cannot be held responsible if an appropriate color proof is not included. Formats such as inkjets, color laser prints, or dye subs do not give accurate color representation. The following output formats are recommended:
- DuPont Digital WaterProof
 - FUJIFilm FigiProof
 - FUGIFilm FinalProof
 - Kodak Approval Digital Color Proofing System
 - Kodak Polychrome Graphics Matchprint Digital Halftone Proof
 - Polaroid PolaProof Digital Halftone Proofing System
 - Imation Digital Matchprint
- Send proofs to SACNAS office (overnight delivery preferred).

4. Who do we call with questions about ad formats and materials?

Contact: _____

Phone: _____ Fax: _____

Email: _____

sending your artwork

Via FedEx or UPS

SACNAS Advertising Department
 1115 Mission St., Santa Cruz, CA 95060
 831-459-0170

Via US Postal Service

SACNAS, P.O. Box 8526, Santa Cruz, CA 95061-8526

Via Email

sigolene@sacnas.org

questions?

Call Sigolène Ortega at 831-459-0170 x237.

