

Get Yourself Noticed

August 6-10

in Seattle, Washington

at the 2006 Joint Statistical Meetings

**Get Yourself Noticed by the expected
5,000 attendees at the 2006
Joint Statistical Meetings.**

With the JSM Program Book, you can reach every part of the statistical community, have your ad seen repeatedly throughout the meetings, and appear in the books registrants take back to their offices and libraries.

To RESERVE your ad space, fill out the Insertion Order on the back of this flyer and return it before May 1, 2006.

Remember . . . The Program Book is the complete source of information for registrants attending the JSM. It contains the dates, times, and locations for technical sessions, social functions, committee meetings, etc. Floor plans and exhibitor information also are included.

The Abstract Book contains summaries of the statistical papers presented during the Meetings. Participants refer to these introductory statements to help them choose the sessions they wish to attend as well as for research purposes after the JSM.

NEW THIS YEAR, the Abstract book will be published on CD ROM and printed. Members will choose, which version they prefer, when they register.

*And ask about additional opportunities to get
exposure for your company.*

American Statistical Association • 1429 Duke Street • Alexandria, VA 22314-3415

Advertising Information

To reserve your ad space, fill out the attached Insertion Order and return it before May 1, 2006. All space reservations must be submitted on the order form. Telephone reservations will not be accepted. Camera-ready art is preferred. There will be an additional charge for ad composition. All covers must use process color.

Artwork

All artwork should be a minimum of 300 dpi and at least 150 lpi. We accept artwork as TIFF, EPS, PDF (embed all fonts, and all graphics should be at least 1200 dpi), and CAMERA-READY COPY. (Camera-ready must be clean. No faxed ads.) We will not accept artwork from an advertiser without a hard copy of the ad attached.

Advertising Rates

(agency discounts will be honored)

Abstract Book and CD cover

Covers only \$1,825

Program Book

Half Page-Horizontal (7" x 4 7/8") \$ 670

Full page (7" x 10") \$1,070

Covers—2, 3, or 4 \$1,825

Covers, full color

Composition Charges

(If ad is not sent camera-ready)

Half Page \$ 100

Full Page \$ 150

Insertion Order

2006 JSM Program and Abstract Book Advertising
Closing Date: May 1, 2006

Organization _____

Contact Person _____

Address _____

City _____ State/Province _____ ZIP/Mail Code _____

Phone _____ Fax _____ Email _____

- Please Check One:** Full Page Half Page
 Program Covers (Cover 2, Cover 3, or Cover 4)*
 Abstract Book CD Covers

*Selected by a drawing from Insertion Orders received by April 3, 2006

Camera Ready Copy Enclosed To Follow (by 5/1/2006)

Payment Enclosed Invoice using PO#

* To give everyone an equal opportunity for ad placement in one of the six cover spaces, there will be a drawing to determine the distribution of the spaces. All Insertion Orders for the Program Book Covers received by April 3, 2006 will be eligible.

Special Instructions _____

Signature _____

Title _____

Please examine these materials closely, as this signature indicates the brochure has been read thoroughly and all of the information is understood.

Return Insertion Order to:
American Statistical Association
c/o Advertising Manager
1429 Duke Street
Alexandria, VA 22314-3415