



***Become a Corporate Sponsor of the  
Botanical Society of America***

***Help Us Promote  
Your Products and Services  
to Thousands of Plant Biologists***



**For an Annual Membership fee  
of \$300 a year Corporate Sponsors of the**

*Botanical Society of America*

**will have many benefits including:**

- *Exclusive Posting on the Award-winning BSA Websites....Our Virtual Mall will include advertising graphics and links to your own website.*
- *Exclusive access port to the online Botanical Society of America's membership database.*
- *Exclusive opportunities to include inserts in the BSA Fall and Spring Mailings to all Members*
- *Substantial discounts in advertising rates, in electronic and hardcopy editions of the **American Journal of Botany** and in conference materials for the Botanical Society of America's Annual Meeting*
- *\$150 discount for the booth rental rates for the Botanical Society of America's Annual Conference Exposition*



## **Hardcopy AJB Advertising Rates**

*20% discount for ads in the hardcopy AJB (all B&W unless indicated)*

*Sponsor outside back cover \$600, \$1000 color; full page \$440; half-page \$220*

*Regular outside back cover \$750, \$1250 color; full page \$550; half-page \$275*

## **Electronic AJB Introductory Advertising Rates**

*20% discount for ad boxes in electronic AJB (vendor provides graphic)*

*Sponsor \$80/3 months \$300/year*

*Regular \$100/3 months \$375/year*

## **Advertising and Insertion Rates for Annual Botany Conference**

*20% discount for ads in the Final Program and for  
Tote-bag Insertions at the annual Botany conference.*

*Sponsor \$250 full page ad; \$140 half page ad; \$200 insertion fee*

*Regular \$300 full page ad; \$175 half page ad; \$250 insertion fee*

## **Exclusive Exhibit Hall Booth Rates**

*\$150 discount for an Exhibit Booth at the Annual Meeting*

*Sponsor \$800*

*Regular \$950*

## **Exclusive Free Posting on the “Virtual Mall”**

*on the BSA Website for Corporate Sponsors with links from  
AJB and BSA websites*

## **Mailing Inserts**

*Another exclusive opportunity--include a Vendor provided insert in  
the Botanical Society's bi-annual Mailings....\$300 per mailing*

# TOP 10 REASONS TO BECOME A BSA CORPORATE SPONSOR

1. Outstanding advertising value representing hundreds of dollars in potential savings
2. Broad geographic coverage throughout North America and numerous other countries
3. Effective strategy to reach plant biologists representing all disciplines of Botany
4. Multiple options to market products and services
5. Enhancement of corporate image and customer relations
6. Direct contact with individuals in the market for your products and services
7. Promote name recognition and product loyalty
8. Cost effective expansion of your customer base
9. Numerous value-added benefits in the sponsorship package
10. Exclusive opportunities to promote products and services

*And..... the very best reason of all ....  
it makes good business sense!*



BOTANICAL SOCIETY OF AMERICA