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!