

### 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)

<u>Sponsor</u> outside back cover \$600, \$1000 color; full page \$440; half-page \$220 <u>Regular</u> 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)

<u>Sponsor</u> \$80/3 months \$300/year <u>Regular</u> \$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.

<u>Sponsor</u> \$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

<u>Sponsor</u> \$800 <u>Regular</u> \$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

- 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
- Oirect 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!

