



## Quick!

In less than two to three seconds an advertisement must:

- get the prospect's *attention*
- foster *interest* in the offer
- build *desire* for the product or service and
- generate some type of *action* on the part of the buyer

Effectively targeting your message to the appropriate audience is key for advertising success.

### A Highly Sophisticated B2B Advertising Audience

When your organization needs to deliver its promotional message to a highly educated and sophisticated audience, turn to the American National Standards Institute (ANSI). Few media outlets compare with ANSI's ability to reach a target market that is directly involved in resolving the key technical, economic and policy issues of the 21st century.



### Print

The *ANSI Reporter* is a quarterly newsmagazine published for a diverse audience comprising corporate, organizational, government and consumer interests in the United States and around the globe. Content addresses the development, promulgation and usage of standards and conformance assessment programs; related policy matters; legal issues; regulatory and international information, and products and services of interest to the standards and conformity assessment community. The subscription rate is \$100; ANSI members receive a complimentary subscription. Production averages between 2000 and 5000 copies per issue.

### Display Advertising

**Publication trim size:** 8.5" x 11"  
**Method of printing:** Web offset  
**Method of binding:** Saddlestitch

Space	Size	Width	Depth
Full Page	standard	7.5"	10"
	bleed	9"	11.5"
Half Page	horizontal	7.5"	4.125"
Half Page	vertical	3.75"	10"
Quarter Page	island	3.75"	4.875"
1/3 page (column)	vertical	2.375"	10"
1/6 page (half-column)	vertical	2.375"	4.875"
Classifieds	contact ANSI for details		

### Rate Card

Unit	1x \$	2x \$	3x \$	4 x \$
Full Page	2,000	1,900	1,800	1,700
Inside Back Cover	2,500	2,375	2,250	2,100
Half Page				
(horizontal or vertical)	1,500	1,425	1,350	1,250
Quarter Page	800	775	750	725
1/3 page (column)	800	775	750	725
1/6 page (half-column)	400	375	325	300

### Printing Material

Electronic submissions preferred. Visit [www.ansi.org/advertising](http://www.ansi.org/advertising) or call 212.642.4931 for artwork specifications.

### Payment

Rates quoted are non-commissionable. All ads must be prepaid. Do not send cash. MasterCard, VISA or AMEX preferred. Make check or money order payable to American National Standards Institute (ANSI), 25 West 43rd Street, Fourth Floor, New York, New York 10036.

### Terms and Conditions

#### General

By submitting advertising for inclusion in the *ANSI Reporter* or any ANSI websites, an advertiser/agency agrees to be bound by the terms hereof. No conditions other than those set forth herein shall be binding on ANSI unless specifically agreed to in writing by ANSI. This document supersedes all terms and conditions on ANSI rate cards, and any previous agreements between ANSI and advertiser/agency relating to the subject matter set forth herein. ANSI's only obligation to publish advertisements hereunder shall be to serve advertisements of the advertiser described herein, and in no event shall ANSI be obligated to serve advertisements for any other advertiser. ANSI will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser/agency. Acceptance of advertising for the *ANSI Reporter* or any ANSI websites should not be construed as any type of endorsement by ANSI, or any of its members or accredited standards developers or third-party organizations (unless otherwise noted), of the advertisement, the advertiser or the advertiser's organization, system, product or service. ANSI, its members or accredited standards developers or third-party organizations expressly disavow any such implied endorsement. The advertiser understands that permission to advertise in the *ANSI Reporter* or any ANSI websites shall not in itself be used to market or promote the advertiser or the advertiser's organization, product, system or service.

#### Changes and Cancellations

ANSI reserves the right to change any of its advertising specifications at any time. All insertion orders and artwork and/or text must be received at least fifteen (15) business days in advance of publication date. Cancellations or copy changes will not be accepted after the published closing date of the issue in which the advertisement is to run. The advertisement may be (i) canceled by ANSI at any time for any or no reason without notice, or (ii) canceled or changed by advertiser/agency upon written notice at least fifteen (15) business days in advance of publication date. Change orders received with less than fifteen (15) business days in advance of publication date will be accepted when possible and in accordance with publication deadlines. Any cancellations or change orders must be made in writing and acknowledged by ANSI. Any acceptance of advertising in the *ANSI Reporter* or any ANSI websites shall not be construed or inferred to mean that ANSI or any ANSI-accredited Standards Developer or third-party organization has undertaken or intended to make any determination whatsoever as to the accuracy or quality of any claims made by the advertiser.

#### Rejections

ANSI reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time, whether or not such advertisement was previously acknowledged, accepted, or published. Advertiser/agency shall not submit advertising to ANSI that is discriminatory because of sex, race, religion, color, national origin, sexual orientation, age, physical handicap or other improper basis, or

advertising that contains derogatory comments about the advertiser's competitors or about the competitor's organization, products, systems or services.

#### Licenses and Indemnification

Advertiser/agency hereby represents that the advertiser is the owner or is licensed to use the entire content and subject matter contained in its advertising and collateral information that it submits to ANSI, including, without limitation, (a) the names and/or pictures of persons; (b) any copyrighted material, trademarks, service marks, logos, and/or depictions of trademarked or service marked goods or services; and (c) any testimonials or endorsements. In consideration of ANSI acceptance of such advertisements and information for publication, the advertiser and agency will jointly and severally indemnify and hold ANSI and its officers, directors, employees, accountants, attorneys, agents, affiliates, subsidiaries, successors and assigns from and against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to (i) advertiser's/ agency's breach of any representations made herein, (ii) ANSI's performance under this contract, and (iii) the copying, printing, distributing, or publishing of the advertiser's/agency's advertisements by ANSI. The advertiser/agency expressly grants ANSI the right to use, reproduce, publicly display, and distribute the advertisements and warrants that advertiser/agency has the right to grant such license.

#### Limitation of Liability

ANSI will not be liable for any delays in ad delivery and/or non-delivery in the event of production difficulties, or any condition beyond its control affecting production of the advertisement. Any errors, omissions or problems will be corrected as soon as possible. No refunds are possible, though credit may be given toward future advertising. Advertisements are accepted only under the condition that the advertisers assume all liability and responsibility for any legal claims resulting from advertisements posted. The American National Standards Institute (ANSI) may not be held liable for any damages or costs associated with the placement of an advertisement or if it fails to place an advertisement for any reason, or for no reason. In the event ANSI fails to publish an advertisement in accordance with the schedule provided in the Advertising Order, UNDER NO CIRCUMSTANCES WILL ANSI BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, FOR LOST INCOME OR PROFITS, IN ANY WAY ARISING OUT OF OR RELATED TO THIS CONTRACT, EVEN IF ANSI HAS BEEN ADVISED AS TO THE POSSIBILITY OF SUCH DAMAGES.

#### Choice of Law and Forum

This contract shall be interpreted and construed in accordance with the laws of the State of New York, without regard to its conflicts of laws provision, and with the same force and effect as if fully executed and performed therein. Each party hereby consents to the exclusive personal jurisdiction of the State of New York, acknowledges that venue is proper only in any state or federal court in the State of New York, agrees that any action related to this contract must be brought in a state or federal court in the State of New York, and waives any objection that may exist, now or in the future, with respect to any of the foregoing.



### Website Advertising

ANSI's three primary websites, each of which receive several million hits every month, all accept banner ads.

- **ANSI Online (AOL)** ([www.ansi.org](http://www.ansi.org)) delivers news and information of interest to ANSI members and the standards community
- **ANSI Online Electronic Standards Store (ESS)** ([webstore.ansi.org](http://webstore.ansi.org)) is an e-commerce site for those who seek to purchase standards
- **NSSN - A National Resource for Global Standards** ([www.nssn.org](http://www.nssn.org) or [www.StandardsMall.org](http://www.StandardsMall.org)) is a portal and comprehensive search tool connecting researchers and the users of standards to standards-related information and those who can provide them.

### Banner Requirements

**File size:** 12-15K maximum  
**Pixels:** 237x50 (AOL homepage)  
 110x330 max (AOL subsidiary pages)  
 468x60 (ESS or NSSN)  
**Type:** 72 dpi, RGB, .gif or .jpg

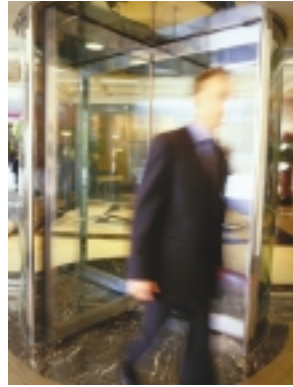
### Rate Card\*

Unit	Month	Quarter	Half-Year	Year
AOL - homepage	\$2,500	\$7,125	\$13,500	\$25,500
AOL - secondary	2,000	5,700	10,800	20,400
ESS - secondary	2,000	5,700	10,800	20,400
ESS - subsidiary	1,750	4,985	9,450	17,850
NSSN - secondary	1,500	4,275	8,100	15,300
NSSN - subsidiary	1,000	2,850	5,400	10,200

\* ANSI members receive a 20% discount.

Package rates for print and electronic advertising are available.

Call 212.642.4900 or visit [www.ansi.org/advertising](http://www.ansi.org/advertising) for more info.



## Strategic Directions

**M**edia plans must support your strategic direction and help accomplish your goals. Decisions about when and where to book an advertisement should be based upon demographics, geographics, circulation, reach and value per dollar spent.

### Extensive Reach

ANSI's print and online media is read by executive-level decision-makers from a wide-ranging mix of industry sectors within the U.S. and abroad. Select one of our many outlets and your targeted message will be viewed by representatives of:

- the world's leading companies
- federal, state and local government agencies
- trade associations and professional societies
- consumer representative organizations
- standards-setting bodies
- laboratory and testing organizations
- academic and research institutions and libraries
- the standards bodies of more than 140 nations
- regional and international standards coordination and policy organizations
- press contacts
- and, for print ads, the audiences of trade and industry events around the nation



**NEW YORK OFFICE**  
 25 WEST 43RD STREET  
 FOURTH FLOOR  
 NEW YORK, NY 10036

T: 212.642.4900  
 F: 212.398.0023  
 E: [ADS@ANSI.ORG](mailto:ADS@ANSI.ORG)

[WWW.ANSI.ORG/ADVERTISING](http://WWW.ANSI.ORG/ADVERTISING)

**OPPORTUNITIES**

You have two to three seconds to stop the reader as he or she passes by

**ADVERTISING**

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