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, promotion and use of standards and conformity 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

Space Size Width Depth
Full Page standard 7.5” 10”
blued 9” 11.5”
Half Page horizontal 7.5” 4.125”
vertical 7.5” 10”
Quarter Page island 3.75” 4.875”
1/3 page (column) vertical 2.875” 10”
1/6 page (half-column) vertical 2.375” 8.875”
Classifieds contact ANSI for details

Rate Card

Unit 3 x 3 x 4 x 5
Full Page 2.500 1.900 1.600 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 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, the advertiser hereby grants ANSI the sole right to use or license to be bound by the terms hereof. No conditions other than those set forth herein shall be binding on ANSI, unless acknowledged in writing by ANSI. This document supersedes all terms and conditions on ANSI rate cards, and any specifications governing advertising and conformity 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.

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Media 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

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*

<table>
<thead>
<tr>
<th>Unit</th>
<th>Month</th>
<th>Quarter</th>
<th>Half-Year</th>
<th>Year</th>
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<tr>
<td>AOL - homepage</td>
<td>$2,500</td>
<td>$7,125</td>
<td>$13,500</td>
<td>$25,500</td>
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<tr>
<td>AOL - secondary</td>
<td>2,000</td>
<td>5,700</td>
<td>10,800</td>
<td>20,400</td>
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<td>ESS - secondary</td>
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<td>10,800</td>
<td>20,400</td>
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<tr>
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<td>1,750</td>
<td>4,985</td>
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<td>NSSN - subsidiary</td>
<td>1,000</td>
<td>2,850</td>
<td>5,400</td>
<td>10,200</td>
</tr>
</tbody>
</table>

* 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 for more info.