

a most extraordinary opportunity

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ANSI is a unique resource for advertisers because it offers access to a varied and diverse mix of industry sector contacts representing the staff and members of:

- the world's leading companies
- U.S. federal, state and local government agencies
- trade associations and professional societies
- standards developers
- research and academic institutions and libraries
- standards bodies of more than 140 nations
- regional and international standards organizations
- press contacts
- audiences of trade and industry events around the globe



Website Advertising

ANSI Online
(www.ansi.org)

Electronic Standards Store
(webstore.ansi.org)

NSSN - A National Resource
for Global Standards
(www.nssn.org)

Monthly advertising rates available
for fixed or rotational ad space.

ANSI Reporter

The *ANSI Reporter* is a newsmagazine published by the Institute for the U.S., regional and international standards and conformity assessment community. The annual subscription rate is \$100 and is free to ANSI members. Online access via password only. Limited production run of 2000 copies per issue.

Publication Calendar

Winter 2002 (Vol. 36, No. 1)
(publication: February-March)

Spring 2002 (Vol. 36, No. 2)
(publication: April-May)

Summer 2002 (Vol. 36, No. 3)
(publication: July-August)

Autumn 2002 (Vol. 36, No. 4)
(publication: November-December)



TERMS & CONDITIONS

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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

Mechanical Requirements

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-col)	vertical	2.375"	4.875"

*No additional charge for bleed. Keep live matter at least .25" from all outside edges.

General Banner Requirements

File size: 8-10K maximum
Pixel dimensions: 468x60
File type: 72 dpi, RGB, gif or jpeg
Animation: .gif format only

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.

PRINT

quarterly newsmagazine, the *ANSI Reporter*

Display Advertising

Unit	1x \$	2x \$	3x \$	4 x \$
Full Page	2000	1900	1800	1700
Inside Back Cover	2500	2375	2250	2100
Half Page (horizontal or vertical)	1500	1425	1350	1250
Quarter Page	800	775	750	725
One column (1/3 page)	800	775	750	725
Half-column (1/6 page)	400	375	325	300

Payment Ads must be prepaid. All rates are non-commissionable. Do not send cash. Make check or money order payable to American National Standards Institute (ANSI). MasterCard, VISA and AMEX accepted.



Few media outlets compare with ANSI's ability to reach such a fascinating array of executive-level staff in both the private- and public-sectors in the U.S. and abroad. These are the very experts who are directly involved in resolving key issues of the 21st century.

Classified Advertising

Text	\$x line	treatment
Headline #1	required 20	bold
Headline #2	optional 20	bold
Body text	required* 15	roman

* Five (5) line minimum required

Options	\$	size
Highlight color box (yellow)	25	to fit ad
Photo (b/w)	50	1.25" x 1"
Photo (color)	75	1.25" x 1"

Printing Material Contact ANSI for all artwork specifications. Electronic submissions preferred.

Advertising with ANSI means your message will reach a highly educated and sophisticated audience interested in the technical, economic and policy decisions influencing the U.S., regional and international standards and conformity assessment community.



For more information, contact:

American National Standards Institute
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print and electronic options for all budgets

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2002
advertising guidelines

deliver your marketing message to the standards and conformity assessment community