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
(wwwansi.org)

Electronic Standards Store
(webstoreansi.org)

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

Monthly advertising rates available for fixed or rotational ad space.

**TERMS & CONDITIONS**

By submitting advertising for inclusion in the ANSI Reporter or any ANSI websites, an advertising/agency agrees to be bound by the terms herein. 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 advertising/agency relating to the subject matter set forth herein. ANSI’s only obligation to publish advertisements hereinunder shall be to serve advertis-
tisements of the advertiser described herein, and in no event shall ANSI be obligated to serve advertisements for any other advertisers. ANSI will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertising/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 advertising, the advertiser or the advertiser’s organization, product or service. ANSI, its members or its employees, accountants, lawyers, agencies, advertising/agency or third-party organizations expressly disclaim any such implied endorse-
ment. The advertiser understands that permission to advertise in the ANSI Reporter or any ANSI websites shall not in and of 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 reason without notice; (ii) cancelled or changed by ANSI by 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 only at the discretion of the Advertising Manager. 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. Advertising/ 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, or systems or services.

**License and Indemnification**

Advertising/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, with- out 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’s acceptance of such advertisements and information for publica-
tion, the advertiser and agency will jointly and severally indemnify and hold ANSI and its officers, directors, employees, accountants, attorneys, agents, affiliates, subcontractors and successors from and against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expens-
es, arising out of or related to (i) advertising/agency’s breach of any representation 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 advertising/agency expressly grants ANSI the right to use, reproduce, publicly display, and distribute the advertisements and warrants that advertising/agency has the right to grant such license.

**Limitation of Liability**

ANSI shall not be liable for any delays in ad delivery and/or non-delivery in the event of production diffi-
culties or any other condition beyond its reasonable control. 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 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)

**General Banner Requirements**

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

**ANSI Reporter**

The ANSI Reporter is a news magazine 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.
Display Advertising

<table>
<thead>
<tr>
<th>Unit</th>
<th>1x $</th>
<th>2x $</th>
<th>3x $</th>
<th>4 x $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>2000</td>
<td>1900</td>
<td>1800</td>
<td>1700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>2500</td>
<td>2375</td>
<td>2250</td>
<td>2100</td>
</tr>
<tr>
<td>Half Page (horizontal)</td>
<td>1500</td>
<td>1425</td>
<td>1350</td>
<td>1250</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>800</td>
<td>775</td>
<td>750</td>
<td>725</td>
</tr>
<tr>
<td>One column (1/3 page)</td>
<td>800</td>
<td>775</td>
<td>750</td>
<td>725</td>
</tr>
<tr>
<td>Half-column (1/6 page)</td>
<td>400</td>
<td>375</td>
<td>325</td>
<td>300</td>
</tr>
</tbody>
</table>

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.

Classified Advertising

<table>
<thead>
<tr>
<th>Text</th>
<th>$x line treatment</th>
<th>Options</th>
<th>$ size</th>
<th>size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline #1 required</td>
<td>20 bold</td>
<td>Highlight color box (yellow)</td>
<td>25 to fit ad</td>
<td></td>
</tr>
<tr>
<td>Headline #2 optional</td>
<td>20 bold</td>
<td>Photo (b/w)</td>
<td>50 1.25&quot; x 1&quot;</td>
<td></td>
</tr>
<tr>
<td>Body text required*</td>
<td>15 roman</td>
<td>Photo (color)</td>
<td>75 1.25&quot; x 1&quot;</td>
<td></td>
</tr>
</tbody>
</table>

* Five (5) line minimum required

Options

<table>
<thead>
<tr>
<th>Printing Material</th>
<th>Contact ANSI for all artwork specifications. Electronic submissions preferred.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>For more information, contact:</td>
<td>American National Standards Institute 25 West 43rd Street, Fourth Floor New York, New York 10036 t: 212.642.4900; f: 212.398.0023; e: <a href="mailto:ads@ansi.org">ads@ansi.org</a></td>
</tr>
</tbody>
</table>

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.