ENTOMOLOGICAL SOCIETY OF AMERICA

2022 MEDIA KIT

YOUR GATEWAY TO THE LARGEST COMMUNITY OF INSECT SCIENTISTS IN THE WORLD.
Overview of Advertising & Promotion Opportunities

ESA offers a variety of advertising outlets, including both print and digital options. You can cast a wide net and share your message with our entire audience or target individuals in specific disciplines or career stages.

From emerging agtech startups to billion-dollar industry giants, a wide variety of publishers, equipment manufacturers, universities, and others have experienced success with these advertising opportunities.

Audience

Advertising with the Entomological Society of America provides a simple way to grow your customer base and communicate with a diverse group of entomology enthusiasts, from student to CEO.

Founded in 1889, ESA is the largest organization in the world serving the professional and scientific needs of entomology researchers, teachers, students, and hobbyists. Our website, publications, and Annual Meeting reach beyond our 7,000 members and include people from more than 200 countries and territories around the globe.

Membership Career Sector

Academia: 49%
Private Sector: 35%
Government: 9%
Museum, Military, Nonprofit, Other: 7%

WHO READS ESA PUBLICATIONS?
- Researchers
- Biologists
- Plant health professionals
- Professors and students
- Extension and IPM professionals
- Urban and structural entomologists
- Medical and veterinary entomologists
- Government employees
- Military personnel
- Collections managers
- Insect physiologists
- Pest control professionals
- Ecologists
- Ecotoxicologists
- Taxonomists

WHAT DO THEY PURCHASE?
- Scientific books and journals
- Computer software and hardware
- Collecting supplies and storage equipment
- Electronic data recorders
- Insect control products and equipment
- Insects (dead or alive)
- Insect rearing supplies and equipment
- Insect traps
- Insect pinning and dissecting supplies
- Monitoring equipment
- IPM supplies and equipment
- Laboratory chemicals and equipment
- Microscopes and optical equipment
- Plant protection products
- Pheromones, semiochemicals, and syntheses

Getting Started is Simple

Cindy Myers, ESA’s advertising expert, can provide an overview of print and digital options that will help amplify your message.

Contact Cindy Today!
cmyers@entsoc.org or (301) 731-4535, ext. 3001.
ESA Ad Retargeting

We are offering you ... An Advertising Opportunity With Digital Ad Retargeting

Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice that ads for those same shoes or vacation spot seem to be following you around the internet? That’s ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites.

ESA’s audience becomes your audience with ad retargeting. Get exclusive direct access to ESA website visitors and retarget them with your company’s ads that will showcase your brand, anywhere they visit online.

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

HERE’S HOW IT WORKS:

Step 1
An internet user visits our website

Step 2
The user exits the website

Step 3
Your ad will be displayed on other websites the user visits

Your ads will appear on multiple major websites and mobile apps, following the ESA audience wherever they go.

CHOOSE YOUR AD PACKAGE

<table>
<thead>
<tr>
<th>Size</th>
<th>Duration</th>
<th>Impressions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>3 Months</td>
<td>90,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Medium</td>
<td>3 Months</td>
<td>200,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Large</td>
<td>3 Months</td>
<td>350,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Extra Large</td>
<td>3 Months</td>
<td>520,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

AD SIZES INCLUDE:
Leaderboard: 728 x 90 pixels
Wide Skyscraper: 160 x 600 pixels
Square Pop-Up: 300 x 250 pixels

Ad Specifications:
PNG, GIF or JPEG format.
Animations or Flash files are not accepted.

**BONUS!**
Sign up for the entire year and receive **15% OFF** all prices.
The full year must be pre-paid to receive the discount.

Add on any additional 90-day advertising on ESA’s website or Career Center and receive **40% OFF** the listed rates for website advertising.
ESA Career Center

Place your ad front and center with individuals who are searching for job postings.

The Career Center is the second most visited page on the ESA site, averaging more than 5,000 unique visitors and 22,000 unique pageviews per month.

Leaderboard-style ads are available at the top and bottom of the page, and skyscraper ads can be placed on the right or left. The Career Center also offers a variety of branding options, including the ability to create a “brand profile page” that serves as a microsite where employers can post additional items, such as promotional videos.

Visitors to the Career Center spend more than one minute on each page—meaning your ads have ample time to be viewed.

Ad Specifications: PNG, GIF or JPEG format. Animations or Flash files are not accepted.

<table>
<thead>
<tr>
<th>CHOOSE YOUR AD PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Size</td>
</tr>
<tr>
<td>Top Leaderboard</td>
</tr>
<tr>
<td>468 x 68 pixels</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
</tr>
<tr>
<td>468 x 68 pixels</td>
</tr>
<tr>
<td>Right Skyscraper</td>
</tr>
<tr>
<td>150 x 150 pixels</td>
</tr>
<tr>
<td>Left Skyscraper</td>
</tr>
<tr>
<td>150 x 150 pixels</td>
</tr>
</tbody>
</table>
American Entomologist magazine

American Entomologist — the society’s flagship magazine — provides an engaging, cover-to-cover reading experience.

The magazine’s colorful, award-winning design attracts readers at all career stages but has particularly high readership among students and early career professionals. Available in both print and online editions, American Entomologist is distributed to ESA’s 7,000+ members as well as online readers from around the world.

American Entomologist is a colorful quarterly magazine that covers the broad and fascinating world of insects.

Following its award-winning 2019 redesign, the magazine is seeing re-energized engagement from members and nonmembers alike. Print circulation increased 7% and online visits increased 27% in 2020. Feature articles deal with all aspects of entomology, including insect traps, entomology education, invasive species, diversity among scientists, and pollinator conservation.

See page 5 for sizes and rates.

PRINT CIRCULATION: 5,540 (2020)
ONLINE VISITS WITH CONTENT ENGAGEMENT: 22,508 (per month avg.)

Primary Roles
of American Entomologist readers

Age Range
of American Entomologist readers
## AMERICAN ENTOMOLOGIST – AD SIZES & BLACK & WHITE RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover*</td>
<td>$1,442</td>
<td>$1,329</td>
<td>$1,190</td>
<td>$1,133</td>
</tr>
<tr>
<td>Inside front cover*</td>
<td>$1,329</td>
<td>$1,210</td>
<td>$1,071</td>
<td>$1,009</td>
</tr>
<tr>
<td>Inside back cover*</td>
<td>$1,329</td>
<td>$1,210</td>
<td>$1,071</td>
<td>$1,009</td>
</tr>
<tr>
<td>Full page (7.25” x 10”)</td>
<td>$1,210</td>
<td>$1,082</td>
<td>$1,009</td>
<td>$927</td>
</tr>
<tr>
<td>2/3 page (4.75” x 10”)</td>
<td>$989</td>
<td>$886</td>
<td>$762</td>
<td>$736</td>
</tr>
<tr>
<td>1/2 page horizontal (7.25” x 4.75”)</td>
<td>$767</td>
<td>$711</td>
<td>$670</td>
<td>$592</td>
</tr>
<tr>
<td>1/2 page vertical (3.5” x 10”)</td>
<td>$767</td>
<td>$711</td>
<td>$670</td>
<td>$592</td>
</tr>
<tr>
<td>1/3 page (2.25” x 10”)</td>
<td>$572</td>
<td>$494</td>
<td>$453</td>
<td>$412</td>
</tr>
<tr>
<td>1/4 page (3.5” x 4.75”)</td>
<td>$443</td>
<td>$402</td>
<td>$361</td>
<td>$340</td>
</tr>
</tbody>
</table>

- **4-COLOR ADS** – ADD $400 TO THE RATES ABOVE (available in all sizes).

*Available as full page only

---

**SCHEDULE & DUE DATES**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation and Artwork Due Date</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2022</td>
<td>January 12</td>
<td>March 11</td>
</tr>
<tr>
<td>Summer 2022</td>
<td>April 8</td>
<td>June 13</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>July 8</td>
<td>September 13</td>
</tr>
<tr>
<td>Winter 2022</td>
<td>October 10</td>
<td>December 14</td>
</tr>
</tbody>
</table>

---

### Specifications and Requirements

- **Trim size is 8.25” x 10.875”, please allow additional .125” for bleed.**
- **Send high-resolution PDF or TIFF file with a proofing copy to Cindy Myers at cmyers@entsoc.org.**
- **Changes to furnished ads must be submitted no later than two business days prior to the artwork deadline.** A non-commissionable fee may be required.

---

Additional advertising opportunities, such as belly bands and cover tips, are available. Contact Cindy Myers at cmyers@entsoc.org or (301) 731-4535, ext. 3001.
ESA’s Website

The ESA website, www.entsoc.org, offers a wealth of resources for anyone interested in the fascinating world of insects. It is an information-packed, searchable domain and draws nearly 23,900+ unique visitors with an average of more than 217,000 views per month.

Ad Placement

Only one ad is displayed at a time in one website section—giving your company exclusive visibility. Your ad will appear in all of the pages within the section you purchase. Key readership sections are:

- About
- Awards & Honors
- Membership
- Events
- Publications & Resources
- Advocacy & Initiatives

Note: Banner ad placement is not available on the ESA home page.

Statistics from 12/2020–12/2021

- 23,900+ unique visitors per month
- 43,700+ sessions per month
- 217,800+ pageviews per month

Email ads to cmyers@entsoc.org.
ESA eNews

ESA eNews is emailed to more than 7,000 members every other week—delivering a timely rundown of ESA’s current activities, upcoming events, member news, and announcements. All the latest news in one convenient place.

Take your message directly to your audience’s inbox with ESA’s twice-monthly online newsletter. Embedded links can route traffic back to your website or informational video.

This bi-weekly online publication includes news and announcements covering the following topics:
• ESA’s Annual Meeting
• Job listings
• ESA section and branch activities
• Elections
• Awards and scholarships
• Grant and funding
• Public policy
• Member news
• Meetings and events calendar

Primary Banners are placed right below the eNews logo and draws attention from the recipient’s preview pane, even before he or she opens the email.

Secondary Banners are placed above any specific section of your choosing within the newsletter content.

AD RATES PER NEWSLETTER

<table>
<thead>
<tr>
<th>Banner/Location</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Banner</td>
<td>$400</td>
<td>$700</td>
<td>$975</td>
<td>$1,200</td>
</tr>
<tr>
<td>Secondary Banner</td>
<td>$250</td>
<td>$450</td>
<td>$600</td>
<td>$700</td>
</tr>
</tbody>
</table>

Specifications and Requirements:
• (Primary and Secondary) 600 pixels wide x 100 pixels high
• 72 ppi
• GIF or JPEG format. Animations are not accepted.

Note: Links to your homepage or information site are included.

Email ads to cmyers@entsoc.org.
ESA is ... “a society composed of highly-skilled professionals working together to further the knowledge and education of how arthropods in general and insects in particular interact from detrimental to beneficial ways in ecological and biological processes with themselves and all other organisms.”

Exhibitors

The Entomological Society of America (ESA), Entomological Society of Canada (ESC), and the Entomological Society of British Columbia (ESBA) will hold their 2022 ESA, ESC, and ESBC Joint Annual Meeting November 13-16, 2022 in Vancouver, British Columbia, Canada

Join more than 3,300 attendees for one of the premier meetings of professionals who study insects—including researchers, teachers, extension service personnel, research technicians, administrators, marketing representatives, consultants, pest management professionals, students, and hobbyists.

This is your exclusive opportunity to connect with key buyers of products and services for the entomological sciences.

ESA’s Exhibit Hall—the heart of the annual meeting, offers traffic-building events such as:
- the not-to-be-missed Welcome Reception—attended by 85% of attendees
- scientific posters—rotating daily
- club tables—attracting students from leading universities
- and much more!

To pursue one or more of these options, contact Cindy Myers at cmyers@entsoc.org or (301) 731-4535, ext. 3001.
2022 ESA Advertising Insertion Order Form

Please complete and email your signed Advertising Insertion Order Form to Cindy Myers at cmyers@entsoc.org.

COMPANY INFORMATION

CONTACT NAME: ___________________________________________  EMAIL ADDRESS: ___________________________________________

COMPANY NAME: ___________________________________________  STREET ADDRESS: ___________________________________________

CITY: __________________________  STATE: __________________________  ZIP CODE: __________________________

TELEPHONE: __________________________  FAX: __________________________

ADVERTISING OPTIONS

ESA Ad Retargeting (Digital) – Duration 3 Months

☐ Small: 90,000 impressions  ☐ Medium: 200,000 impressions  ☐ Large: 350,000 impressions  ☐ Extra Large: 520,000 impressions

Cost(s) (Refer to page 2 for pricing): $________________________

ESA Ad Retargeting Total: $________________________

ESA Career Center (Digital)

Frequency: ☐ 30 days  ☐ 60 days  ☐ 90 days

Leaderboard: ☐ Top  ☐ Bottom  ☐ Skyscraper: ☐ Right  ☐ Left

Month(s): ___________________________________________

Cost(s) (Refer to page 3 for pricing): $________________________

ESA Career Center Total: $________________________

American Entomologist magazine (Print)

Issue: ☐ Spring  ☐ Summer  ☐ Fall  ☐ Winter

Cover(s): ☐ Inside front cover  ☐ Inside back cover

Ad size: ☐ Full pg  ☐ 1/2 pg H  ☐ 1/2 pg V  ☐ 2/3 pg  ☐ 1/3 pg  ☐ 1/4 pg  ☐ 1/6 pg  ☐ 1/8 pg

Frequency: ☐ 1x  ☐ 2x  ☐ 3x  ☐ 4x

Full Color: ☐ add $400 per ad

Cost(s) (Refer to page 5 for pricing): $________________________

American Entomologist Total: $________________________

ESA Website (Digital)

Frequency: ☐ 30 days  ☐ 60 days  ☐ 90 days  ☐ 180 days

Month(s): ___________________________________________

Cost(s) (Refer to page 6 for pricing): $________________________

ESA Website Total: $________________________

ESA eNews (Digital)

Position: ☐ Primary Banner  ☐ Secondary Banner

Frequency: ☐ 1x  ☐ 2x  ☐ 3x  ☐ 4x

Start Date: ___________________________________________

Cost(s) (Refer to page 7 for pricing): $________________________

ESA eNews Total: $________________________

TOTAL: $________________________

PAYMENT OPTIONS

TOTAL: $________________________ (Amount from left column)

☐ SEND ME AN INVOICE. Provide contact information below (if different from above).

NAME: ___________________________________________

COMPANY NAME: ___________________________________________

ADDRESS: ___________________________________________

CITY: __________________________  STATE: __________________________  ZIP: __________________________

PAY BY CHECK in U.S. funds made payable to: Entomological Society of America

☐ PAY BY CREDIT CARD: Payments may be made over the phone by calling Cindy Myers at (301) 731-4535, ext. 3001.

☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

CARD NUMBER: ___________________________________________

EXP. DATE: __________________________  SECURITY CODE: __________________________

NAME OF CARD HOLDER: ___________________________________________

SIGNATURE: ___________________________________________

BILLING ADDRESS: ___________________________________________

CITY: __________________________  STATE: __________________________  ZIP: __________________________

ADVERTISING POLICIES & PROCEDURES

• A written or electronic insertion order submitted by an advertiser or agency constitutes acceptance of all conditions set forth in this rate card.

• Cancellations must be received by ESA by the space reservation deadline.

• The advertiser whose signature appears on the insertion order is solely responsible for full payment of charges for any ad space or production costs.

• A 15% discount will be granted to recognized advertising agencies if payment is received within 30 days of the invoice date. There are no prepayment discounts.

• Full payment must be received within 30 days or prepayment may be required for future advertisements. ESA reserves the right to request payment in advance for new and international advertisers.

• If payment is not received in full at the time of the order, an invoice will be generated for the remaining amount, as described in this media kit.

• All copy is subject to review and approval by ESA. Advertisers will be notified in writing of any cancellation or rejection.

I have read and agree to abide by the policies and procedures as stipulated above and agree to pay all monies due in full.

By signing below, I authorize the Entomological Society of America to place the above marked advertisement(s) in the above marked publication(s) as indicated.

SIGNATURE: ___________________________________________

TITLE: ___________________________________________