

Advertising Opportunities

January 3-6, 2024, San Francisco, CA
Moscone Center South

JMM Mobile App

JMM Mobile App has become the primary way in which participants navigate the JMM. It provides up-to-the-minute information about the meeting. Over 3,000 downloads are expected. Get your company's message in front with banner ads and notifications on the app.

Banner Ads – US \$2,100 per ad. Banner ads rotate throughout the app and can be linked to your company's webpage. There is limited availability for this highly visible advertising space. Deadline for insertion order and artwork: **December 4, 2023**

Push Notifications – US \$275 per notification. Have a message pop up on each user's screen!
Special Discount for JMM Partners and New Exhibitors only! – US \$100 per push notification

There is no deadline for push notifications; however, only 15 can be allowed per day, and no more than 4 per hour. Notifications are assigned on a first-come, first-served basis.

JMM Program Book

The JMM Program book is a comprehensive guide to all facets of the JMM, and is distributed to at least 60% of the meeting participants. Over 66% of participants keep their programs after the meeting; thus, providing you with long-term exposure.

	Price	Dimensions
Cover 4	US \$2,999	5 3/4" x 8 1/2"
Cover 2	US \$1,899	5 3/4" x 8 1/2"
2-page spread	US \$2,799	12 1/2" x 8 1/2"
1-page	US \$1,499	5 3/4" x 8 1/2"
1/2-page, horizontal	US \$1,224	5 3/4" x 4 1/8"
1/4-page	US \$755	2 3/4" x 4 1/8"

Deadline for insertion order and artwork: **October 2, 2023**

Digital Flyers

US \$747 per digital flyer. Digital flyers will be emailed in early December to each registered participant. They will also be included in the *JointMeetingNews* that is sent to each registered participant each morning of the meeting. This is a great way to advertise special events, special discounts, or make important announcements for your company before and during the meeting!

Special Discount for JMM Partners only - US \$371 per flyer

Deadline for insertion orders and a pdf of all flyers: **December 1, 2023**

JointMeetingNews

US \$65 per ad per day, US \$99 per ad for 2 days, or US \$199 per ad for all four days of the meeting. *JointMeetingNews*, the JMM E-newsletter, is sent to all registered participants each morning of the meeting. It includes highlights, updates, announcements, and much more. Potentially 3,000+ participants read it each day. *JointMeetingNews* includes important program updates and last-minute announcements. Why not include your information, too?

Ads can be ordered up to and during the meeting. However, for prime placement, the deadline for insertion and artwork is **December 11, 2023**.

Mailing Lists

US \$400 per list, or two lists for US \$700. Get the word out early about your products and services by purchasing a mailing list of JMM participants! A partial list of participants will be available before the meeting, and a full list of participants will be available after the meeting. All lists will be sent as Excel files via email. Sorry, email addresses cannot be included in the mailing lists.

Terms for Advertising in the JMM Mobile App

Banner Ads

1. **Rates: US \$2,100.** Prepayment is required upon submission of contract.
2. **Specifications:** Send email to mmsb@ams.org for all specs.
3. **Approvals:** All ads must be approved by the AMS Director of Meetings.
4. **Cancellations:** No refunds will be issued after **December 4, 2023**.

Push Notifications

1. **Rates: US \$275** for returning exhibitors, **US \$100** for JMM partners and new exhibitors. Prepayment is required upon submission of contract.
2. **Changes:** Changes can be made up to 24 hours prior to the time the notification is scheduled to be sent out.
3. **Specifications:** Send email to mmsb@ams.org for all specs.
4. **Cancellations:** No refunds will be issued once a push notification has been sent out.

Terms for Advertising in the Program Book

1. **Rates:** Rates are listed above. Prepayment is required upon submission of contract.
2. **General:** A signed contract must be submitted by the Advertiser to the American Mathematical Society (AMS) by **October 2, 2023**. By submitting advertising for inclusion in the 2024 Joint Meetings Program, Advertiser agrees to be bound by the terms of this contract. AMS will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser. This contract supersedes all terms and conditions on AMS rate sheets.
3. **Electronic submission:** The overall size of the program is 7" x 10". Covers can be printed in color. All other ads will be printed in black and white only. Full page ads are 5.75"x 8.5" The preferred submission format is pdf files sent electronically to the attention of Senior Meeting Specialist at mmsb@ams.org. If your ad has been converted from color to black and white, please pay close attention to the greyscale contrast. The contrast between the background and objects, or objects that overlap one another, should be at least 20%. If this is not the case, your ad may have a muddied quality when printed on the press for the program. Ad Specifications: a) be created to be the same size as the ad itself; b) have either embedded fonts or have all text converted to outlines; c) have all images embedded. Embedded images should be at a minimum resolution of 300 dpi; d) not include crop marks; e) be bordered with a minimum 1 pt. rule around the edge. Specifications subject to change. **Deadline for all artwork is October 2, 2023.**
4. **Right to Edit or Reject:** All advertising is subject to AMS approval. The AMS reserves the right to reject advertising. Advertisers and their agencies assume liability for all content (including text representation and illustration) of advertisements printed and assume responsibility for any resulting claims against the AMS. The AMS assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement.
5. **Ownership of advertising copy:** On delivery of advertising copy to AMS said advertising copy will become wholly and entirely the property of the AMS to be published in the Program. AMS shall not publish

Advertiser's advertising in any other medium. AMS assumes no responsibility for the return or storage of any photographs or artwork of the Advertiser. All advertising copy that represents the creative effort of the AMS and/or the use of creativity, labor, composition or material furnished by it, is and remains the property of the AMS, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the AMS's prior written consent.

6. Positioning of Advertisements: AMS shall have full latitude with respect to positioning all advertisements; provided, however, that AMS will use its reasonable efforts to accommodate the Advertiser's positioning requests, if any.

7. Typographical errors, Incorrect Insertions or Omissions: The Advertiser's contract cannot be invalidated, and the AMS will not be liable, for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's advertising or (b) any resulting losses.

8. Cancellations and Changes: Processing of any cancellations or changes cannot be guaranteed between the time the ad is ordered and printing of the Program. Once an advertisement order has been accepted, Advertiser can only cancel or alter an advertisement order up to **October 2, 2023**. No refunds will be issued after this date. After **October 2, 2023**, a written consent by the AMS Director of Meetings is required for any cancellations that are due to special circumstances. If such consent is not granted then the Advertiser will not receive a refund. If such consent is granted, then the Advertiser will receive a refund minus 10%.

9. Indemnification: Advertiser agrees to indemnify, defend and hold harmless the AMS from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs, and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which the AMS or any of its affiliates may become liable by reason of AMS's publication of Advertiser's advertising. All advertisements are accepted and published in the Program upon the representation by the Advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate the rights of, or be harmful to, any person, corporation or other entity, and will not infringe any copyright, trademark, or patent rights. In consideration of the publication of advertisements, the Advertiser will, jointly and severally, indemnify and save harmless the AMS, and its members, employees, officers, and staff, against all liability, loss, damage, and expense of any nature, including attorneys' fees arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of Advertiser's Advertisement.

10. Force Majeure: Each party's obligations under the advertising contract are conditional on strikes, fires, acts of God, or any cause not subject to the control of the party. If the AMS cancels this meeting or changes the meeting to a virtual format, all fees will be refunded 100%.

11. Governing Law: This contract shall be construed under the laws of Rhode Island. Venue for any legal actions regarding this contract shall be in Rhode Island.

12. Full Contract: This writing contains the entire Contract of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Contract. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.

Terms for the Digital Flyers

- 1. Rates: US \$747 or US \$371 for JMM Partners.** Prepayment is required upon submission of contract.
- 2. Cancellations:** No refunds will be issued after **December 1, 2023**.
- 3. Changes:** Changes will not be accepted after **December 1, 2023**.
- 4. Specifications:** The acceptable format is pdf. All pdfs must be sent to the attention of Senior Meeting Specialist at mmsb@ams.org by **December 1, 2023**. All flyers must be approved by the AMS Director of Meetings. All final flyers should be emailed to mmsb@ams.org to the attention of Senior Meeting Specialist.

Terms for Advertising in the JointMeetingNews

- 1. Rates:** Rates are listed above. Prepayment is required upon submission of contract.
- 2. Changes:** Changes to ads for the *JointMeetingNews* can be made up to 48-hours prior to when the newsletter is scheduled to be sent.
- 3. Specifications:** Send email to mmsb@ams.org to the attention of Senior Meeting Specialist for all specs. All ads must be sent electronically. Ads will be accepted on a first-come, first-served basis in the

order in which they are received. Acceptance will be subject to all specifications listed above, editor's discretion for layout design, and approval by the AMS Director of Meetings.

4. **Cancellations:** No refunds will be issued after **December 11, 2023**.

Terms for the JMM Mailing List

1. **Rates:** One full mailing list – US \$400, or two lists – US \$700. Prepayment is required upon submission of contract.

2. **Cancellations:** No refunds will be issued after mailing lists have been sent.

3. **Specifications:** All lists are sent in Excel file via email. Lists are categorized in zip code order, unless otherwise specified. Such criteria include geographic area, zip code ranges, membership, and type of participant. Email addresses cannot be provided on any list. Any copy that will be sent using mailing lists provided by the AMS must be approved by the AMS Director of Meetings. All mailing lists of JMM participants are rented for one-time use only and are not to be copied for reuse or incorporation into other lists without the permission of the AMS Director of Meetings. Commitment to these terms is required via the Mailing List Contract on the reverse of this flyer. Please complete and sign this contract and send it with your payment.

4. **Use of Information:** Description and Intent of Use: (Please Print) _____

Payment Information

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

Email: _____ Daytime Telephone: _____

Marketing Contact: _____ Title: _____

Email: _____

JMM Mobile App Advertising: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Program Book Advertising: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Flyers: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____

JointMeetingNews Advertising: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Mailing List: \$ _____

Description: _____

I have read the above terms and conditions. (Please initial) _____

Grand Total: \$ _____ Payment Type: _____ Check _____ Credit Card

Signature: _____ **Date:** _____

Internal Use ONLY: Advertising Approved:

DOM Signature: _____ Date Approved: _____

Full payment is required with this application: Payment can be made by credit card, check, or wire transfer and must be in U.S. currency. For payments by credit card, we will send you a copy of your application along with an invoice that will include instructions on how to pay online. All major credit cards accepted. Credit card payments cannot be accepted via postal mail, email, phone, or fax. For payments by check, keep a copy of this application for your records, and send the original with your check to: Mathematics Meetings Service Bureau (MMSB), PO Box 845904, Boston MA 02284-5904. For payments by wire transfer, we will send you a copy of your application along with an invoice that will include instructions on how to send a wire transfer. For questions, contact the MMSB at mmsb@ams.org.