



ENTOMOLOGICAL  
SOCIETY OF AMERICA  
SHARING INSECT SCIENCE GLOBALLY

# 2025 | 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.

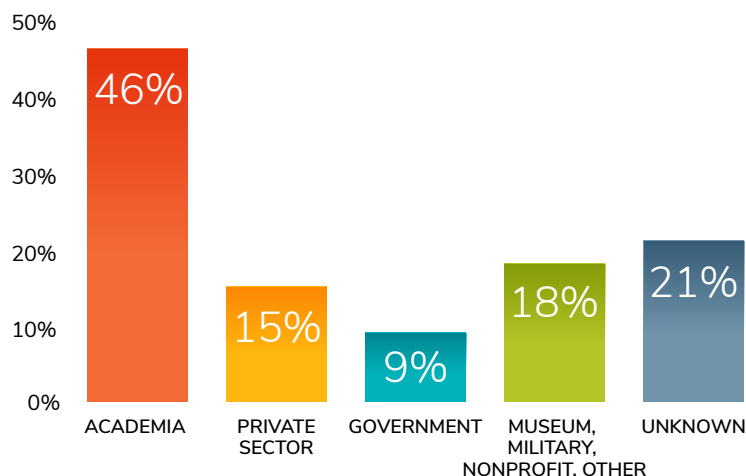
From emerging agtech startups to billion-dollar industry giants, a wide variety of publishers, equipment manufacturers, universities, and others have experienced success with these advertising opportunities.

## 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



### GETTING STARTED IS SIMPLE!

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

#### CONTACT CINDY TODAY!

[cmyers@entsoc.org](mailto:cmyers@entsoc.org) | (301) 731-4535, ext. 3001

### 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

# ESA Ad Retargeting

## We offer advertising opportunities 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:



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

## 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.

Email ads to [cm Myers@entsoc.org](mailto:cm Myers@entsoc.org)

160  
x  
600

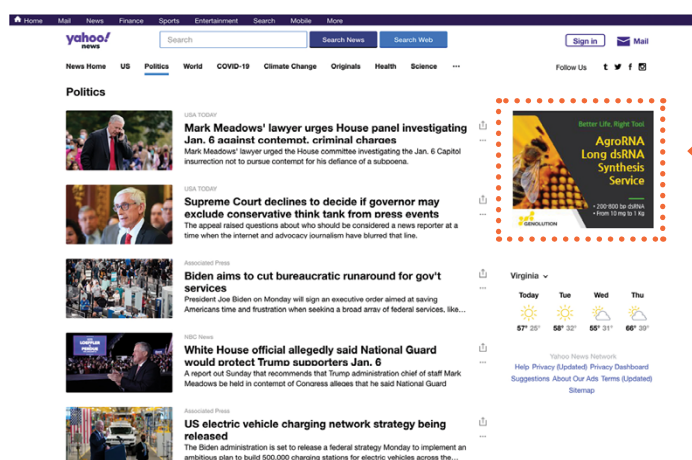
728 x 90

300 x 250



ESA is ... "An organization for insect and arthropod lovers to learn about exciting new discoveries and innovative tools in the field."

ESA survey respondent



## CHOOSE YOUR AD PACKAGE

| SIZE        | DURATION | IMPRESSIONS | PRICE   |
|-------------|----------|-------------|---------|
| Small       | 3 Months | 90,000      | \$2,000 |
| Medium      | 3 Months | 200,000     | \$4,000 |
| Large       | 3 Months | 350,000     | \$6,000 |
| Extra Large | 3 Months | 520,000     | \$8,000 |

**BONUS!**

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

## 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 viewing time.

### CHOOSE YOUR AD PACKAGE

| BANNER SIZE                                  | 30 DAYS | 60 DAYS | 90 DAYS |
|----------------------------------------------|---------|---------|---------|
| <b>Top Leaderboard</b><br>468 x 68 pixels    | \$850   | \$1,150 | \$1,350 |
| <b>Bottom Leaderboard</b><br>468 x 68 pixels | \$500   | \$800   | \$1,000 |
| <b>Right Skyscraper</b><br>150 x 150 pixels  | \$650   | \$950   | \$1,150 |
| <b>Left Skyscraper</b><br>150 x 150 pixels   | \$650   | \$950   | \$1,150 |

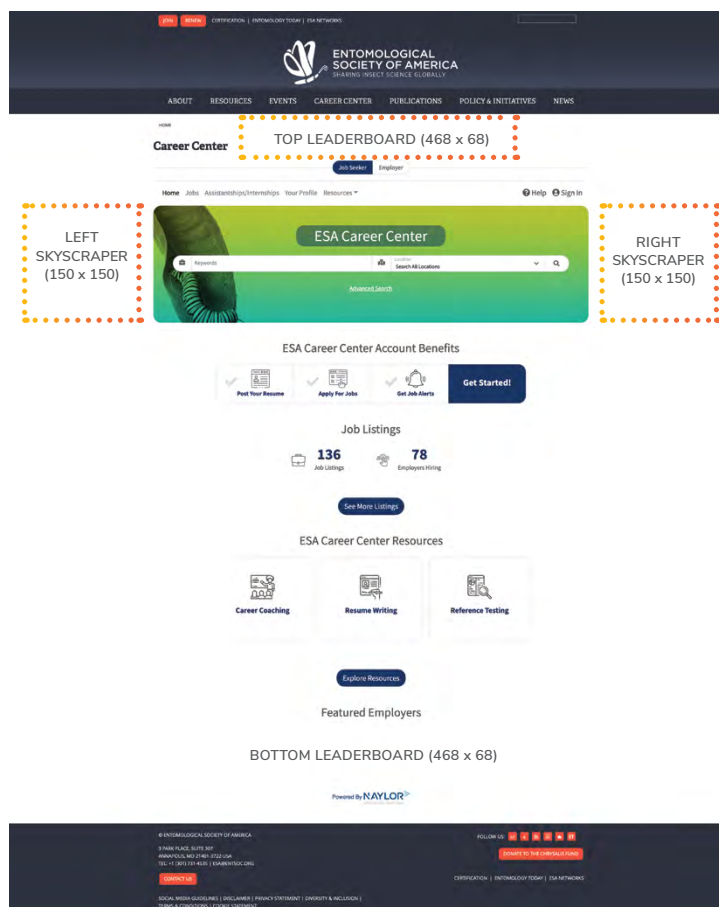
#### Ad Specifications:

PNG, GIF or JPEG format.

Animations or Flash files are not accepted.

ESA is ... “the preeminent scientific society for entomologists. [The society] incorporates a diverse group of scientists from industry and academia working in all branches of science using insects and arachnids.”

ESA survey respondent



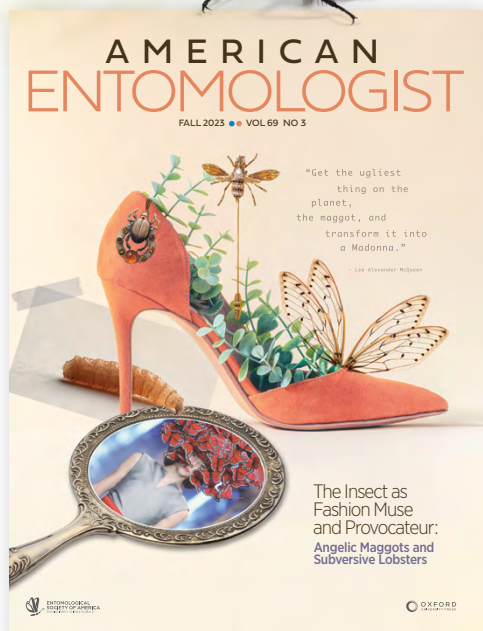
Email ads to [cmymers@entsoc.org](mailto:cmymers@entsoc.org)

**BONUS!**

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



*American Entomologist* won the  
**2024 Hermes Platinum Award**  
for the design of the fall 2023 issue.



***American Entomologist* magazine—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.

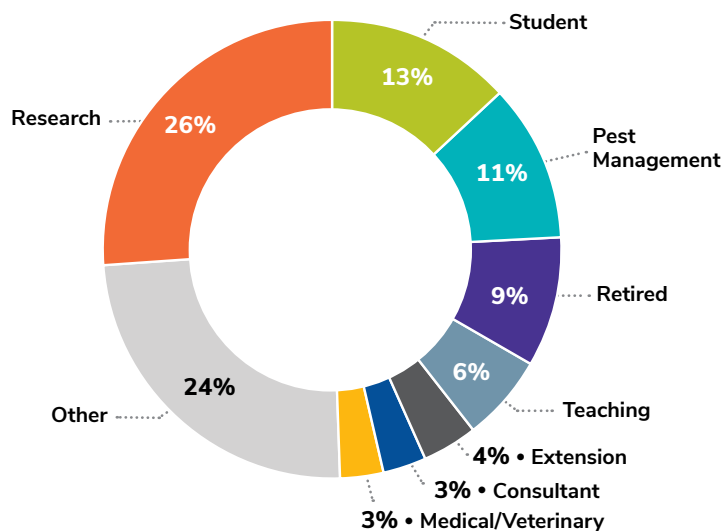
Feature articles deal with all aspects of entomology, including insect traps, entomology education, invasive species, diversity among scientists, and pollinator conservation.

**PRINT CIRCULATION: 5,162 (2023)**

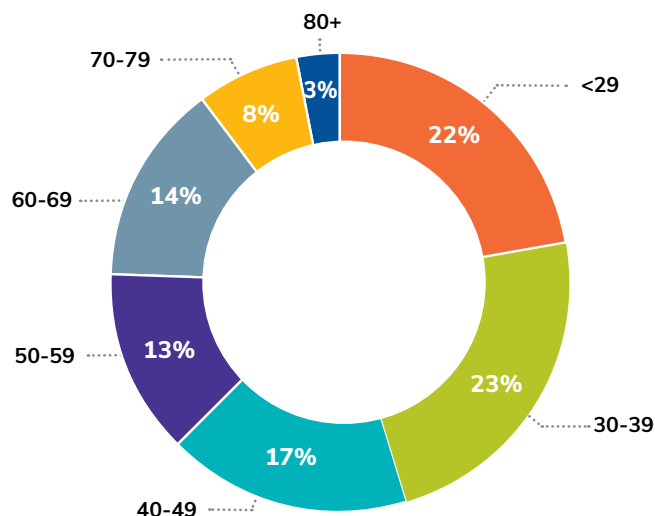
**ONLINE VISITS WITH CONTENT ENGAGEMENT: 8,937 (per month avg.)**

See page 5 for sizes and rates.

**PRIMARY ROLES**  
of *American Entomologist* readers



**AGE RANGE**  
of *American Entomologist* readers

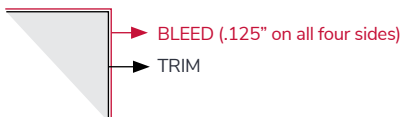


### AMERICAN ENTOMOLOGIST – AD SIZES & BLACK & WHITE RATES

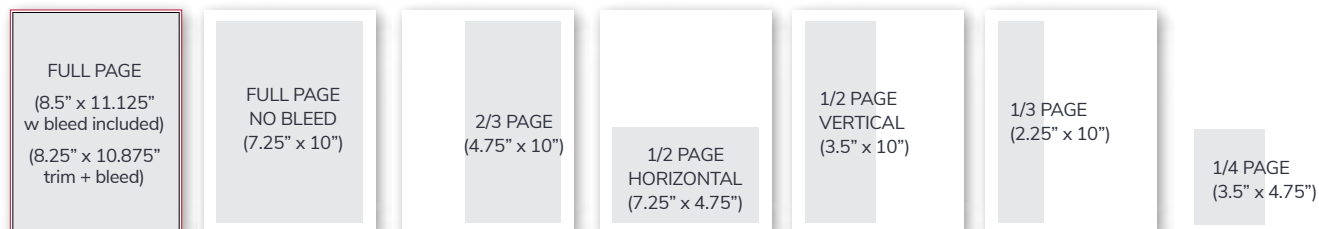
| AD SIZE                             | 1x      | 2x      | 3x      | 4x      |
|-------------------------------------|---------|---------|---------|---------|
| Outside back cover*                 | \$1,442 | \$1,329 | \$1,190 | \$1,133 |
| Inside front cover*                 | \$1,329 | \$1,210 | \$1,071 | \$1,009 |
| Inside back cover*                  | \$1,329 | \$1,210 | \$1,071 | \$1,009 |
| Full page (7.25" x 10")             | \$1,210 | \$1,082 | \$1,009 | \$927   |
| 2/3 page (4.75" x 10")              | \$989   | \$886   | \$762   | \$736   |
| 1/2 page horizontal (7.25" x 4.75") | \$767   | \$711   | \$670   | \$592   |
| 1/2 page vertical (3.5" x 10")      | \$767   | \$711   | \$670   | \$592   |
| 1/3 page (2.25" x 10")              | \$572   | \$494   | \$453   | \$412   |
| 1/4 page (3.5" x 4.75")             | \$443   | \$402   | \$361   | \$340   |

☐ **4-COLOR ADS** – add \$400 to the rates above. (Available in all sizes)

\*Available as full page only



Email ads to [cmyers@entsoc.org](mailto:cmyers@entsoc.org)



### Ad 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](mailto: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.

### SCHEDULE & DUE DATES

| ISSUE       | RESERVATION & ARTWORK DUE DATE | MAIL DATE    |
|-------------|--------------------------------|--------------|
| Spring 2025 | January 12                     | March 11     |
| Summer 2025 | April 18                       | June 13      |
| Fall 2025   | July 17                        | September 13 |
| Winter 2025 | October 16                     | December 16  |



Additional advertising opportunities, such as belly bands and cover tips, are available. Contact Cindy Myers at [cmyers@entsoc.org](mailto:cmyers@entsoc.org) or (301) 731-4535, ext. 3001.

## ESA's Website

The ESA website, [www.entsoc.org](http://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.

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

#### AD RATES PER WEBSITE SECTION

| 30 DAYS | 60 DAYS | 90 DAYS | 180 DAYS |
|---------|---------|---------|----------|
| \$500   | \$800   | \$1,000 | \$1,500  |

#### Ad Specifications and Requirements:

- 720 pixels wide x 485 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 [cmeyers@entsoc.org](mailto:cmeyers@entsoc.org)



Purchase up to **three ads in the same section** and your ads will rotate, showing a different ad each time the page is displayed.

#### UNIQUE VISITORS

23,900+  
PER MONTH

#### SESSIONS

43,700+  
PER MONTH

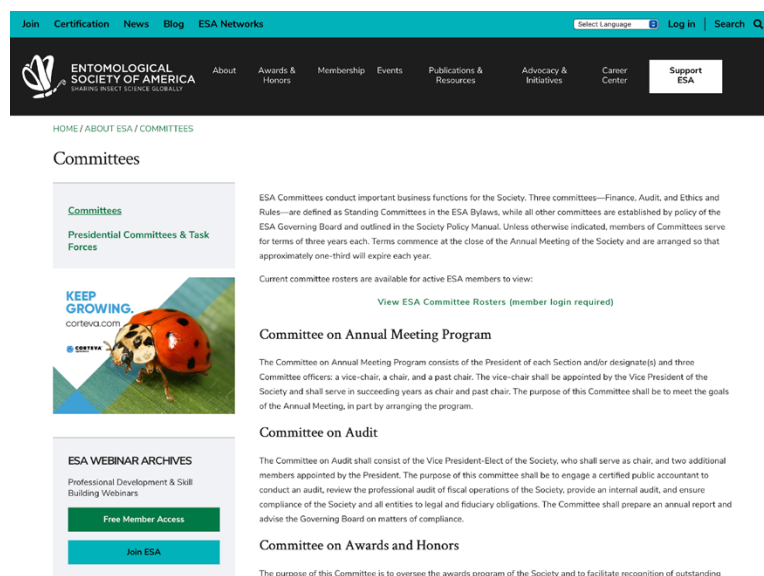
#### PAGE VIEWS

217,800+  
PER MONTH

Statistics from 12/2020–12/2021

6 ESA is ... “an organization that brings together academics, students, industry, government agencies, and all those interested in entomology, and provides a forum to discuss science and promote the profession. It is a tremendous platform that unites the field of entomology.

ESA survey respondent



### NEW!

Ad spaces are now available on ESA's blog, *Entomology Today*. These are highly visible ads on ESA's most popular web pages.

Contact us for more information.

# 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



Two banner ads offer two different placements within the newsletter.

**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 within the newsletter content above any specific section.

## AD RATES PER NEWSLETTER

| BANNER           | 1x    | 2x    | 3x      | 4x      |
|------------------|-------|-------|---------|---------|
| Primary Banner   | \$400 | \$700 | \$1,200 | \$1,800 |
| Secondary Banner | \$250 | \$450 | \$750   | \$1,100 |

### Ad Specifications and Requirements:

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

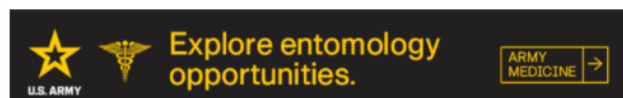
Note: Links to your homepage or information site are included.

✉ Email ads to [cmymers@entsoc.org](mailto:cmymers@entsoc.org)

ONLINE CIRCULATION: 7,000+ MEMBERS



October 30, 2024



### Top News

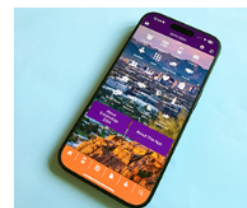
#### 2025 Branch Meetings: Call for Symposia

ESA Branches are currently accepting submissions for their 2025 meetings. Symposia submissions are due tomorrow, October 31, for the Eastern, Southeastern, Pacific, and Southwestern Branch Meetings and December 6 for the North Central Branch Meeting. Virtual paper and poster submissions for the International Branch Virtual Symposium are due February 14, 2025. [Learn more](#) about each meeting and plan your symposia submission:

- [Southeastern Branch](#), March 9-12, Baton Rouge, Louisiana
- [Eastern Branch](#), March 15-18, Harrisburg, Pennsylvania
- [Southwestern Branch](#), March 23-26, Round Rock, Texas
- [Pacific Branch](#), March 30-April 2, Salt Lake City, Utah
- [International Branch](#), April 7-9, Virtual
- [North Central Branch](#), April 12-16, Lincoln, Nebraska

#### Download the Entomology 2024 Mobile App

Download the [Entomology 2024 mobile app](#) for the full, up-to-date conference program, including sessions, presentations, and posters—searchable by title, author, and topic! View the schedule, plan out your days, and connect with other attendees. [Download the app here](#) or search "ESA Annual Meeting" in the Apple or Android app store.



#### Share Your Input on Proposed Upgrades to ESA Governance Structure

Beginning this week, ESA members are invited to review and shape a set of ideas to improve the governance structure of the Society. Based on recommendations of a member task force, the [Governance Upgrade](#) proposal focuses on simplifying the ESA Governing Board structure, elevating volunteer leaders with critical skillsets, and enabling the Society to better respond to change. Members can provide feedback both online and at in-person events in late 2024 and early 2025 to refine the proposals. [Learn more about the ESA Governance Upgrade.](#)

### Society Updates



6 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.”

ESA survey respondent

## Exhibitors

The Entomological Society of America will hold Entomology 2025, November 9-12, in Portland, Oregon.

Join more than 3,600 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:

- **Welcome Reception.** This not-to-be-missed event is attended by 85% of attendees
- **Scientific Posters**—rotating daily
- **Club Tables**—attracting students from leading universities
- and much more!

85%

of attendees come to the Welcome Reception, located in the Exhibit Hall.

2025  
**ENTOMOLOGY**  
November 9-12 | Portland, OR



To pursue one or more of these options, contact Cindy Myers at [cmyers@entsoc.org](mailto:cmyers@entsoc.org) or (301) 731-4535, ext. 3001.

# 2025 ESA advertising Insertion Order Form

PLEASE COMPLETE AND EMAIL YOUR SIGNED FORM TO CINDY MYERS AT [CMYERS@ENTSOC.ORG](mailto:CMYERS@ENTSOC.ORG).



ENTOMOLOGICAL  
SOCIETY OF AMERICA  
SHARING INSECT SCIENCE GLOBALLY

## 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  
☐ Outside 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: \_\_\_\_\_