ENTOMOLOGICAL SOCIETY OF AMERICA

2023 MEDIA KIT

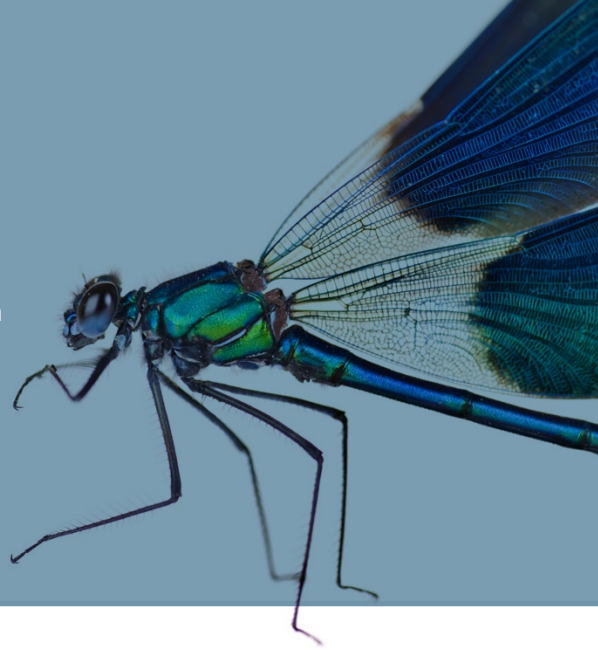
YOUR GATEWAY TO THE LARGEST COMMUNITY OF INSECT SCIENTISTS IN THE WORLD.

ENTOMOLOGICAL SOCIETY OF AMERICA
SHARING INSECT SCIENCE GLOBALLY

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.

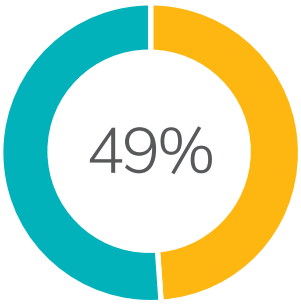


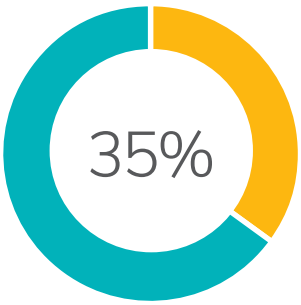
Audience

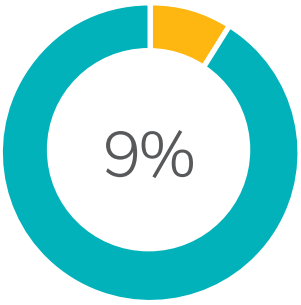
Advertising with the Entomological Society of America provides a simple way to grow your customer base and communicate with a diverse group of entomology enthusiasts, from student to CEO.

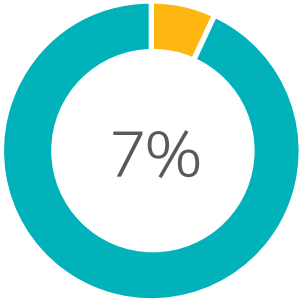
Founded in 1889, ESA is the largest organization in the world serving the professional and scientific needs of entomology researchers, teachers, students, and hobbyists. Our website, publications, and Annual Meeting reach beyond our 7,000 members and include people from more than 200 countries and territories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

Membership Career Sector









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

ESA SURVEY RESPONDENT

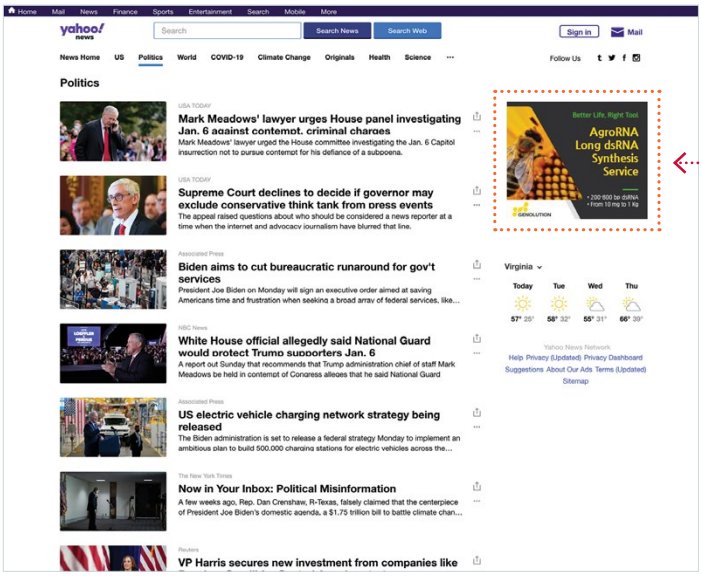
ESA Ad Retargeting

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

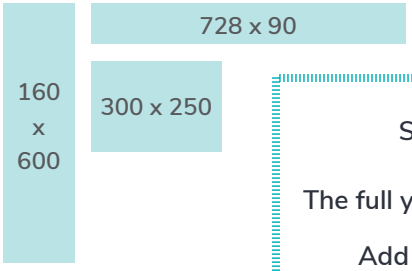
Your ads will appear on multiple major websites and mobile apps, following the ESA audience wherever they go.

CHOOSE YOUR AD PACKAGE

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

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 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."

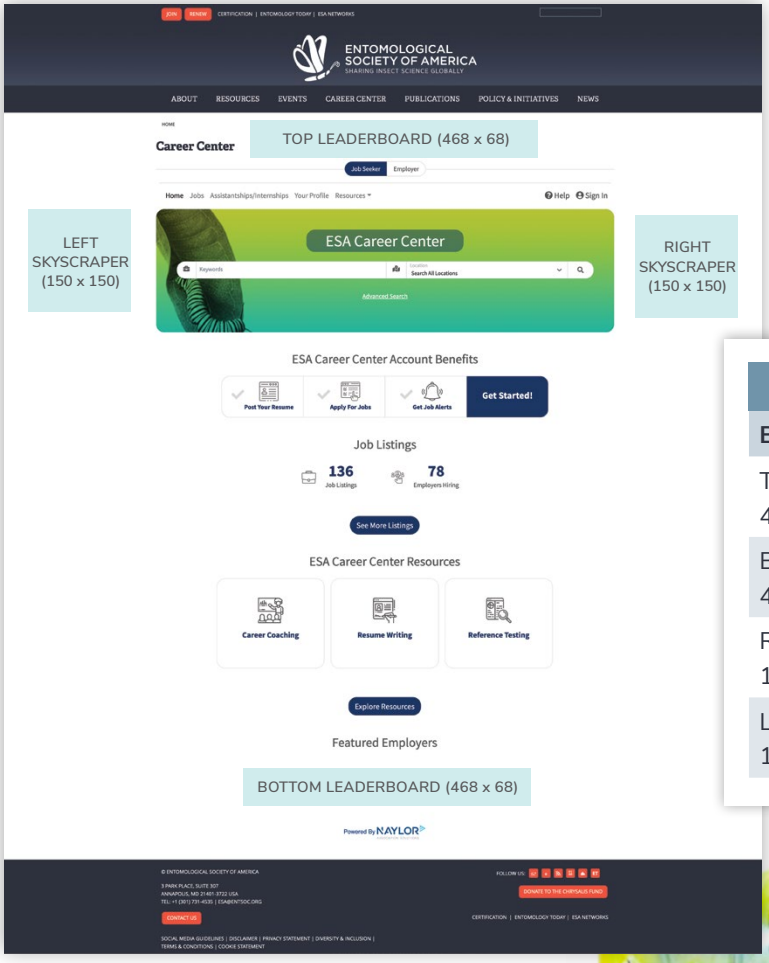
ESA SURVEY RESPONDENT

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.

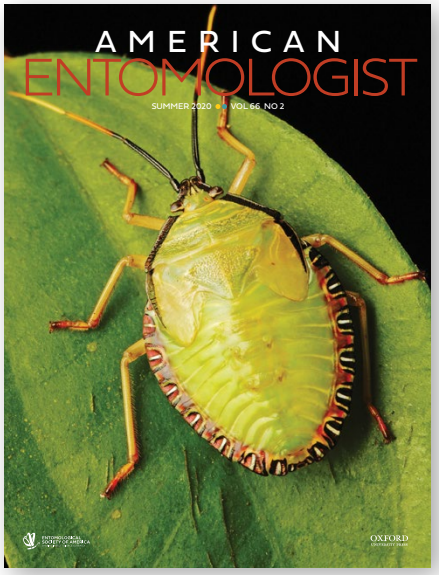


Visitors to the Career Center spend **more than one minute** on each page— meaning your ads have ample time to be viewed.

CHOOSE YOUR AD PACKAGE			
Banner Size	**30 Days**	**60 Days**	**90 Days**
Top Leaderboard 468 x 68 pixels	$850	$1,150	$1,350
Bottom Leaderboard 468 x 68 pixels	$500	$800	$1,000
Right Skyscraper 150 x 150 pixels	$650	$950	$1,150
Left Skyscraper 150 x 150 pixels	$650	$950	$1,150

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

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.

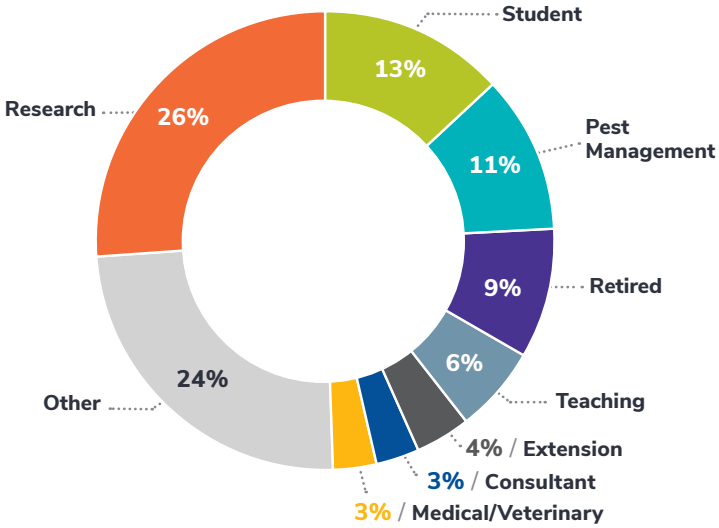
See page 5 for sizes and rates.

American Entomologist won a 2021 Communicator Award from the International Academy of Interactive & Visual Arts.

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

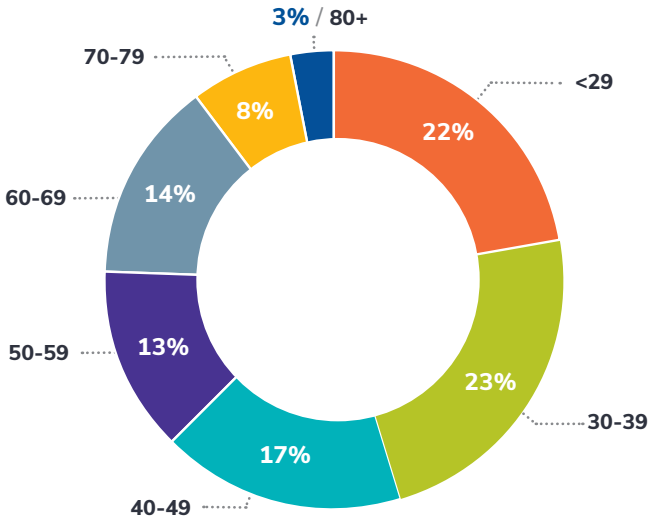
Primary Roles

of *American Entomologist* readers



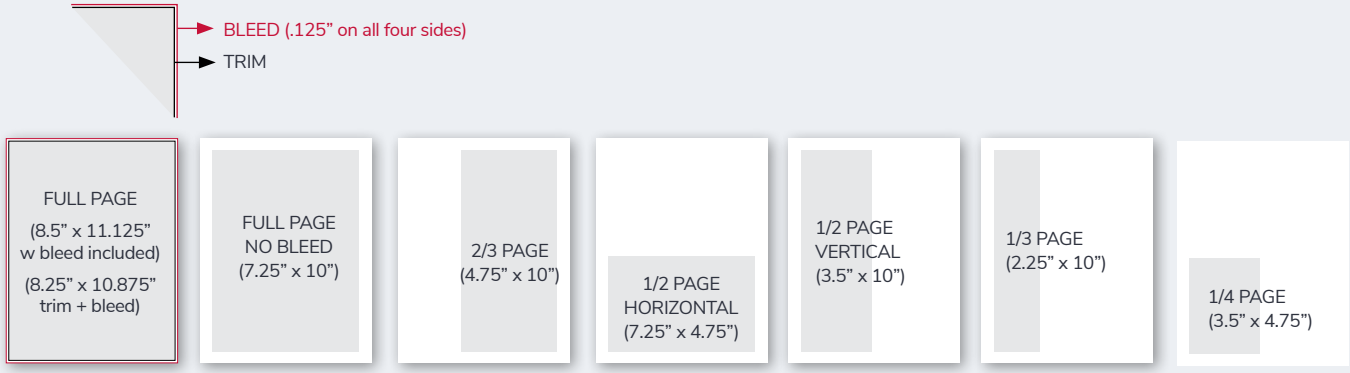
Age Range

of *American Entomologist* readers



AMERICAN ENTOMOLOGIST – AD SIZES & BLACK & WHITE RATES				
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*



SCHEDULE & DUE DATES		
Issue	**Reservation and Artwork Due Date**	**Mail Date**
Spring 2023	January 12	March 11
Summer 2023	April 13	June 14
Fall 2023	July 13	September 13
Winter 2023	October 16	December 14

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 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

ESA's Website

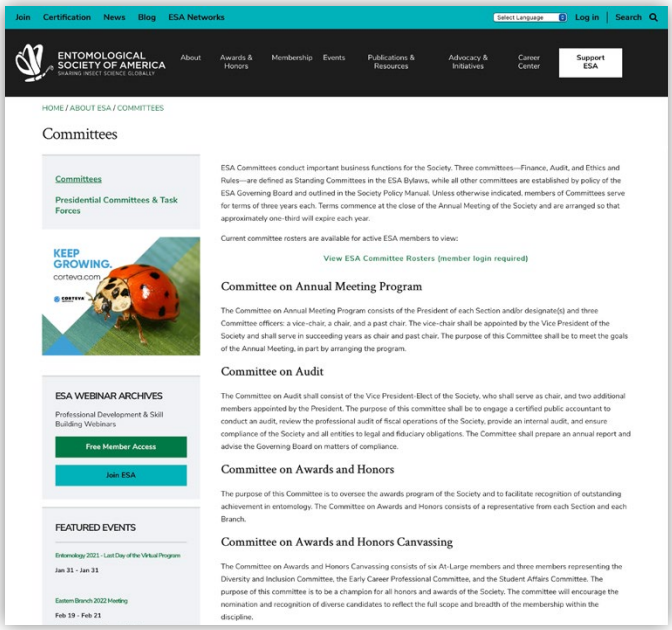
The ESA website, **www.entsoc.org**, offers a wealth of resources for anyone interested in the fascinating world of insects. It is an information-packed, searchable domain and draws nearly **23,900+ unique visitors** with an average of more than **217,000 views per month**.

Ad Placement

Only one ad is displayed at a time in one website section—giving your company exclusive visability. 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.



AD RATES PER WEBSITE SECTION			
30 Days	60 Days	90 Days	180 Days
$500	$800	$1,000	$1,500

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.

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

PAGEVIEWS

217,800+
PER MONTH

Statistics from 12/2020–12/2021

Email ads to **cmyers@entsoc.org**.

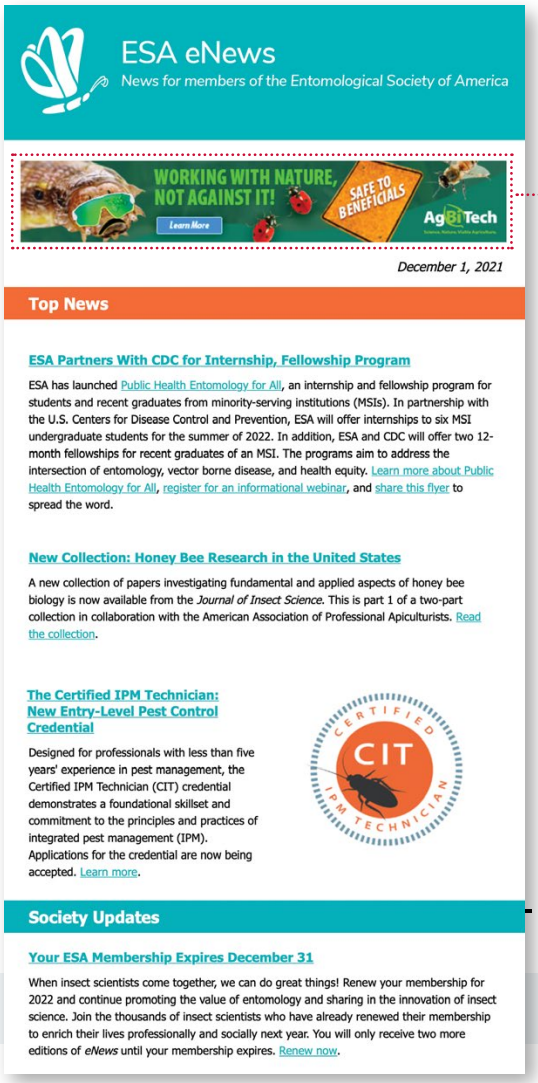
ESA eNews

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



ESA eNews

News for members of the Entomological Society of America

WORKING WITH NATURE, NOT AGAINST IT! SAFE TO BENEFICIALS AgBiTech Learn More

December 1, 2021

Top News

ESA Partners With CDC for Internship, Fellowship Program

ESA has launched Public Health Entomology for All, an internship and fellowship program for students and recent graduates from minority-serving institutions (MSIs). In partnership with the U.S. Centers for Disease Control and Prevention, ESA will offer internships to six MSI undergraduate students for the summer of 2022. In addition, ESA and CDC will offer two 12-month fellowships for recent graduates of an MSI. The programs aim to address the intersection of entomology, vector borne disease, and health equity. Learn more about Public Health Entomology for All, register for an informational webinar, and share this flyer to spread the word.

New Collection: Honey Bee Research in the United States

A new collection of papers investigating fundamental and applied aspects of honey bee biology is now available from the *Journal of Insect Science*. This is part 1 of a two-part collection in collaboration with the American Association of Professional Apiculturists. Read the collection.

The Certified IPM Technician: New Entry-Level Pest Control Credential

Designed for professionals with less than five years' experience in pest management, the Certified IPM Technician (CIT) credential demonstrates a foundational skillset and commitment to the principles and practices of integrated pest management (IPM). Applications for the credential are now being accepted. Learn more.

CERTIFIED CIT IPM TECHNICIAN

Society Updates

Your ESA Membership Expires December 31

When insect scientists come together, we can do great things! Renew your membership for 2022 and continue promoting the value of entomology and sharing in the innovation of insect science. Join the thousands of insect scientists who have already renewed their membership to enrich their lives professionally and socially next year. You will only receive two more editions of *eNews* until your membership expires. Renew now.

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 above any specific section of your chosing within the newsletter content.

AD RATES PER NEWSLETTER				
Banner/Location	**1x**	**2x**	**3x**	**4x**
Primary Banner	$400	$700	$975	$1,200
Secondary Banner	$250	$450	$600	$700

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.

ONLINE CIRCULATION: 7,000+ MEMBERS

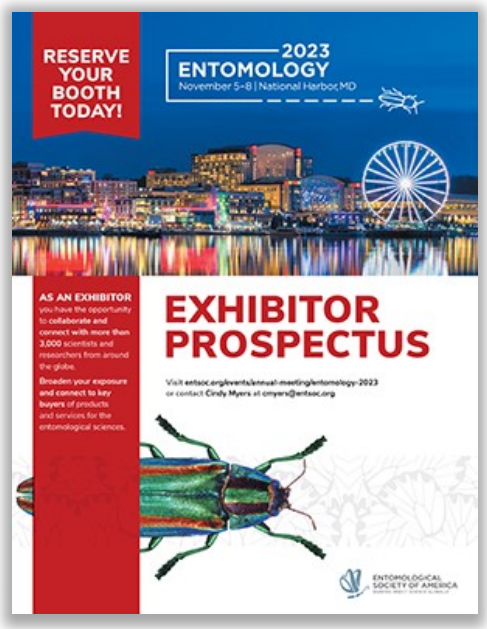
Email ads to **cmyers@entsoc.org**.

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."

ESA SURVEY RESPONDENT

Exhibitors

The Entomological Society of America will hold Entomology 2023 November 5-8 in National Harbor, MD; just miles from Washington DC.



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!*

85% OF ATTENDEES COME TO THE WELCOME RECEPTION, LOCATED IN THE EXHIBIT HALL.

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

ENTOMOLOGICAL SOCIETY OF AMERICA
SHARING INSECT SCIENCE GLOBALLY

2023 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
☐ 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: _____