

ANNUAL MEETING 2016 PROGRAM ADVERTIZING RATES



*Society for
Cross-Cultural Research*

Promote your company, product and presence at the SCCR Annual Meeting in 2016.

Put your company's ad in the hands of every meeting attendee. With a prominent display ad, meeting attendees will be made aware of your product each time they look up information on sessions and special events.

Banner Ads: \$ 500 for 3 months

Your ad with a link to your page will be displayed on the SCCR meetings page, where registered and prospective attendees will see your ad every time they visit our site.

CIRCULATION AND SPECIFICATIONS

The Annual Meeting Program is produced annually in conjunction with the annual meeting of the Society. The Program is distributed to all registrants (250-400) at the annual meeting. It is also available and distributed on request by non-registrants throughout the year. In addition it remains posted online year-round. The Program contains the Meeting Schedule and Program Abstracts. Customarily, the Program is approximately 100 pages in length.

Advertisements should be sent by January 5, 2016 in electronic format as .tif or .pdf files. Actual image size line screen should be 150. Ad copy sent in any other format will not be accepted.

| Size | Width | Height |
|-----------------------------|-------|--------|
| Full page | 6.75 | 9 |
| 1/2 page horizontal | 6.75 | 4.5 |
| 1/2 page vertical | 3.375 | 9 |
| 1/4 page | 3.375 | 4.5 |
| Ad Size Price | | |
| 2nd cover full page | | \$400 |
| 3rd cover full page | | \$400 |
| 4th cover full page (color) | | \$425 |
| Full page | | \$300 |
| 1/2 page | | \$220 |
| 1/4 page | | \$150 |

SPONSORSHIP OPPORTUNITIES

General Benefits for All Sponsors: All sponsors will receive the following acknowledgements during the meeting:

Prominent signage at the event, activity or on the item

Acknowledgement in the printed program (distributed to all meeting attendees)

Acknowledgement on the Annual Meeting Website

In addition your support will continue to be acknowledged throughout the year through inclusion in the Sponsor Section of our annual meeting website.

Tote Bags: This is a great opportunity to give SCCR conference attendees something they will continue to use long after the meeting. Each registered attendee will receive a tote bag with your company name and logo.

Tote Bag Sponsor benefits:

Company name and logo printed on the bag and recognition as the Official Tote Bag sponsor in the printed Annual Meeting program.

Opportunity to place a promotional item in each bag, such as a flyer, magnet or pen.

SCCR Welcome Reception or Special Events: The SCCR Welcome Reception is open to all registered attendees. This is a chance to meet our attendees in an informal setting at the beginning of the meeting. Special events are also open to all registered events.

SCCR Welcome Reception/Other Activity Sponsor Benefits:

A formal thank you announcement from the SCCR President during the reception or other activity

Your company name listed as reception/special event sponsor for all promotional efforts

Prominent signage at the reception/other activity

An invitation to the reception (listing your company as the sponsor) distributed to every meeting registrant

Coffee Breaks: \$650 (per break): Coffee bars will be placed in the common area each day, Feb 17-20th from 9:30 a.m. to 11:00 a.m.

Coffee Break Sponsor benefits:

Signage prominently displayed in the coffee bar area

Your company name listed as Coffee Break sponsor for all promotional efforts