

Spring 2008 • www.ista.org

ista views

vision and views for the
transport packaging community

ista views is ISTA's digital magazine. This high-quality digital publication is a reliable source of transport packaging news and information that keeps packaging professionals informed, involved and connected to the industry. **ista views** contains technical articles, member and industry news, and regular features such as Test Procedure Updates, Certification Corner, New Members, Upcoming Events and Spotlights on ISTA Suppliers, Certified Laboratories and individual members.

Digital format provides enhanced opportunities for advertisers including:

- Interactive full hyperlinks to advertiser's website URL; *additional fee*
- Multimedia file insertion; *additional fee*
- Interactive ads engage readers' interest
- Tracking stats allow advertisers to advertise with confidence
- Online archive of **ista views** extends the shelf life of an ad indefinitely

Published 4 times each calendar year.

2011 issues: February, May, August, November

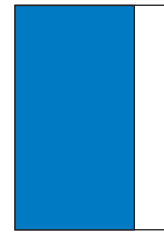
Circulation 4000+. Four color and B/W ads available.



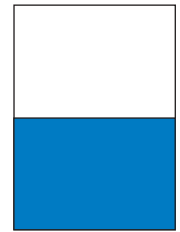
Full Page
7 1/2 x 9 1/2



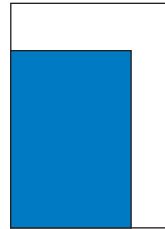
2/3 Page Horizontal
7 1/2 x 6



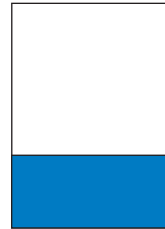
2/3 Page Vertical
4 5/8 x 9 1/2



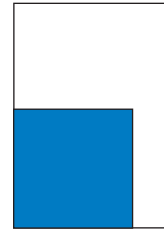
1/2 Page Horizontal
7 1/2 x 4 5/8



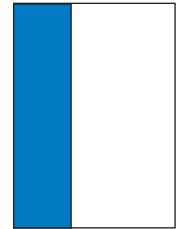
1/2 Page Vertical
4 5/8 x 7 1/2



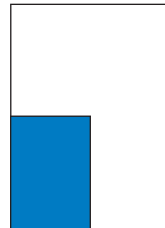
1/3 Page Horizontal
7 1/2 x 3



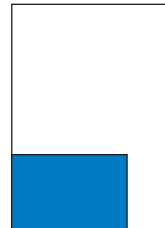
1/3 Page Square
4 5/8 x 4 5/8



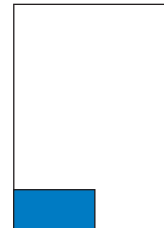
1/3 Page Vertical
2 1/2 x 9 1/2



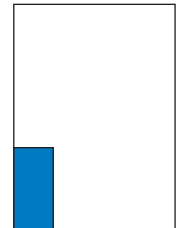
1/4 Page Vertical
3 5/8 x 4 5/8



1/4 Page Horizontal
4 5/8 x 3 5/8



1/8 Page Horizontal
3 5/8 x 2 1/8



1/8 Page Vertical
2 1/8 x 3 5/8

i-News

ISTA's e-newsletter for the
transport packaging community

i-News is ISTA's e-newsletter. **i-News** highlights the latest top-of-the-page ISTA news, trends and information in the packaging industry. Banner ads available.

i-News is sent 8 times each calendar year.
Circulation 2000+.

2011 issues: January, March, April, June, July, September, October, December

Maximum Ad size: No larger than 300 pixels wide by 150 pixels high.

Please include URL.

ista views

- | SIZE | B/W | COLOR |
|---|----------------------------------|-----------------------------------|
| <input type="radio"/> Full Page | <input type="radio"/> \$830 (x4) | <input type="radio"/> \$1040 (x4) |
| <input type="radio"/> 2/3 Page Horizontal | <input type="radio"/> \$640 (x4) | <input type="radio"/> \$800 (x4) |
| <input type="radio"/> 2/3 Page Vertical | <input type="radio"/> \$640 (x4) | <input type="radio"/> \$800 (x4) |
| <input type="radio"/> 1/2 Page Horizontal | <input type="radio"/> \$510 (x4) | <input type="radio"/> \$640 (x4) |
| <input type="radio"/> 1/2 Page Vertical | <input type="radio"/> \$510 (x4) | <input type="radio"/> \$640 (x4) |
| <input type="radio"/> 1/3 Page Horizontal | <input type="radio"/> \$415 (x4) | <input type="radio"/> \$500 (x4) |
| <input type="radio"/> 1/3 Page Square | <input type="radio"/> \$415 (x4) | <input type="radio"/> \$500 (x4) |
| <input type="radio"/> 1/3 Page Vertical | <input type="radio"/> \$415 (x4) | <input type="radio"/> \$500 (x4) |
| <input type="radio"/> 1/4 Page Horizontal | <input type="radio"/> \$315 (x4) | <input type="radio"/> \$400 (x4) |
| <input type="radio"/> 1/4 Page Vertical | <input type="radio"/> \$315 (x4) | <input type="radio"/> \$400 (x4) |
| <input type="radio"/> 1/8 Page Horizontal | <input type="radio"/> \$190 (x4) | <input type="radio"/> \$240 (x4) |
| <input type="radio"/> 1/8 Page Vertical | <input type="radio"/> \$190 (x4) | <input type="radio"/> \$240 (x4) |

AD ARTWORK:

- Use existing artwork from last ista views, no changes.
 New artwork to come - **electronic files only please.**

AD ENHANCEMENTS

- Ambilinks** - New browser window open and flash animation effect for links to advertiser website URL \$15/link
- Multimedia File Insertion** - Flash (.SWF), Video (.FLV/Streaming), Audio (MP3) **\$125/file insertion**

i-News

TIMES	<input type="radio"/> 1x	<input type="radio"/> 3x	<input type="radio"/> 7x
RATE EACH	\$200	\$150	\$100
TOTAL	\$200	\$450	\$700

2011 issues: (please choose months)

- January March April June July
 September October December

NON-ISTA MEMBER ADVERTISERS

A 15% surcharge will be added to all advertising rates.

contact information

Company _____

Contact Person _____

Address _____

City _____

State ZIP _____

Phone _____

Fax _____

Email _____

Website _____

PAYMENT OPTIONS:

- Payment enclosed. Please invoice after insertion.
 VISA Mastercard American Express

Credit Card # _____

Expire _____

Name on card _____

Signature _____

Address of card holder _____

Send invoice to: (if different than above company & contact person)

Accepted formats: PDF, EPS, TIFF, or a Postscript file. Files should be 300 dpi, CMYK with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK. Please DO NOT submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi. A 4-color proof is strongly recommended with digital submissions.

Production Charges: Any requested production work, including ad copy/photo changes will be charged to the advertiser in addition to the regular space rate.

Advertising Policy: Every effort will be made to accommodate the advertisers request for positioning and placement in all advertising mediums. The policy of first right of refusal will apply to all premium ad placements.

Ad materials should be sent to:

ISTA Headquarters, Attn: Kathy Joneson
 1400 Abbot Road, Suite 160, East Lansing, MI 48823-1900
 517.333.3437phone; 517.333.3813 fax
 kjoneson@ista.org www.ista.org