

# LEONARDO

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## THE INTERNATIONAL SOCIETY FOR THE ARTS, SCIENCES AND TECHNOLOGY

### Advertise in a Leonardo Electronic Publication

#### Leonardo Network Newsletter & Leonardo On-Line

Send your message to a targeted group of professionals and students working around the world at the intersection of art, science and technology who look to our publications for the most up-to-date news and opportunities in this field. On the following pages you will find information about placing **classified ads** (text-only) or **display ads** (text + graphics) in our **e-newsletter** or on our **web site**.

### Classified Ads in Leonardo Electronic Publications

Post a job opportunity, exhibition opportunity, call for collaboration, or other related message as a classified ad (text only) in the bi-weekly **Leonardo Network Newsletter**. Classified ads will also be posted on the Opportunities and Community Announcements page on **Leonardo On-Line**.

#### Classified Ads - Rates

**1x placement** in bi-weekly email newsletter + **one month** on website:

\$100 - 100 words and under  
\$200 - 101 to 250 words  
\$350 - 251 to 400 words  
\$500 - 401 to 600 words

**3x placement** in bi-weekly email newsletter + **two months** on website:

\$240 - 100 words and under  
\$480 - 101 to 250 words  
\$840 - 251 to 400 words  
\$1200 - 401 to 600 words

#### Classified Ads - Deadlines and Submission Guidelines

**Deadlines:** The Leonardo Network Newsletter is sent out on or before the **1st** and the **15th** of every month. Your classified ad will need to be processed and paid for before it can be placed in the newsletter and on the website (this usually takes about a week to 10 days).

**Submission Guidelines:** Please send a copy of your ad either as a .doc or .rtf attachment, or in the body of your email to the Leonardo Editorial Office ([ads@leonardo.info](mailto:ads@leonardo.info)). We will then send you an invoice with further instructions.

**Discount for members:** Leonardo/ISAST Associate Members and Affiliate Members will receive a **20% discount** (Associate Members: please include your subscription/membership ID#; Affiliate Members: please include the name of the university you are affiliated with in your correspondence).

# Display Ads in Leonardo Electronic Publications

Utilize bold graphics and text to make your announcement stand out to this targeted community of artists, scientists, engineers, professionals and students in the **Leonardo Network Newsletter** and/or on **Leonardo On-Line**.

## Display Ads - Rates

### Leonardo On-Line - Home Page

(1 month fixed placement in lower, right hand corner of web page):

\$800 - Tall Tower (160 x 240)

\$500 - Medium Tower (160 x 150)

\$300 - Short Tower (160 x 90)

### Leonardo On-Line - What's New Page

(1 month fixed placement in left hand column of web page):

\$700 - Tall Tower (160 x 240)

\$400 - Medium Tower (160 x 150)

\$200 - Short Tower (160 x 90)

### Leonardo Network Newsletter

(1 time fixed placement in left hand column of bi-weekly e-newsletter):

\$500 - Tall Tower (160 x 240)

\$200 - Medium Tower (160 x 150)

\$100 - Short Tower (160 x 90)

### Leonardo On-Line - Package Deal

(Includes **1 month** placement on Leonardo On-Line home page + **2x** placement in bi-weekly e-newsletter):

\$1600 - Tall Tower (160 x 240)

\$1000 - Medium Tower (160 x 150)

\$600 - Short Tower (160 x 90)

## Display Ads - Deadlines and Submission Guidelines

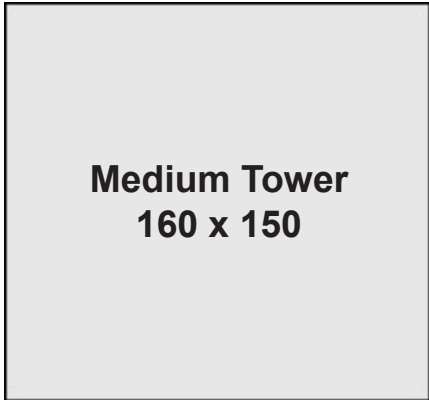
**Deadlines:** The Leonardo Network Newsletter is sent out on or before the **1st** and the **15th** of every month. Your display ad will need to be processed and paid for before it can be placed in the newsletter and on the website (this usually takes about a week to ten days).

**Submission Guidelines:** Please send your ad as a flattened .jpg or .gif file, 72 dpi (we do not accept animated .gifs) to the Leonardo Editorial Office ([ads@leonardo.info](mailto:ads@leonardo.info)). We will then send you an invoice with further instructions.

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**Tall Tower**  
**160 x 240**



**Medium Tower**  
**160 x 150**



**Short Tower**  
**160 x 90**