

**Plant & Animal Genome XIV**  
**Final Program & Exhibit Guide**  
**Advertising Reservation Form**  
**January 14-18, 2006**  
**Town & Country Hotel \* San Diego, CA**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Circulation: 2,200 (Attendees of PAG XIV)**

**Advertising Rates:**

- Cover 2 - \$1,100
- Cover 3 - \$1,100
- Run of Book - \$800

**Mechanicals Requirements:**

1. Ads will printed in black & white only
2. Ads must be no larger 8 ½ x 11
3. Material must be PDF file. Email file to: [darrins@scherago.com](mailto:darrins@scherago.com)
4. Deadline for material is Friday, December 9, 2005

**If you have any questions, call Darrin Scherago at 212-643-1750 ext. 20**

**To pay by credit card complete the form below. To be invoiced select "Send Invoice"**

**Fax your reservation form to: 212-643-1758 / ATTN: Darrin Scherago**

**For office use only:**

Date: \_\_\_\_\_ Cost: \_\_\_\_\_ Payment \_\_\_\_\_ Amt Due: \_\_\_\_\_

- Send Invoice
- VISA / MC / AMEX Card#: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_