



75th Annual Meeting Advertising Opportunities

Nov 14 - 16, 2023 • San Antonio, TX

Advertising Opportunities

Bring attention to your company and your products by becoming a 2023 Annual Meeting Advertiser.

Tote Bag Insert

The Annual Meeting tote bag is distributed to conference attendees on-site. With a tote bag insert you can place a direct marketing piece in each tote bag and make sure that your advertising is received. Inserts may be a single sheet or a single, bound item and contain product advertising, coupons, promotional offers, etc.

Inserts shouldn't be larger than 8.5" x 11", but can be in the form of a postcard, a single or double sided slick, a trifold pamphlet, or a small bound booklet. Production of the inserts and delivery to the ETS production company is the responsibility of the advertiser.

Tote bag inserts are priced per ounce. The base rate of \$350 covers up to one ounce. For each additional ounce (up to a maximum weight of 16 oz.) an additional rate of \$100 per ounce applies.

Tote bag insert timeline:

To request a Tote Bag Insert complete the **online reservation form** at www.etsjets.org/Advertising_Opportunities **by July 31.**

A **pdf** of the insert must be sent to meeting@etsjets.org **by Aug. 15th.**

ETS will notify you how many inserts are needed by Aug. 15th.

Inserts must be received by the Production Company by Sep. 30th. Inserts not received by this time will not be included and will not be refunded.

Unused inserts, if any, will be recycled.

Program Ads

Each year the Annual Meeting program is mailed to Society members and to non-members who register for the conference. The Annual Meeting program is an excellent way to advertise your products, institution, organization, or event. Purchase of ad space includes ad placement on the ETS website and in the ETS Annual Meeting Program App. Reservations for ad space in the 2023 program can be made with the **online reservation form** at www.etsjets.org/Advertising_Opportunities

Full page grayscale ads are \$950 each. Reservations must be made by July 1. **Final ad copy is due by July 15th.** Payment is due within 60 days of invoice. Upon receipt of a reservation request, we will send a spec sheet and payment instructions.

Full page color ads are \$1100 each. Reservations must be made by July 1. **Final ad copy is due by July 15th.** Payment is due within 60 days of invoice. Upon receipt of a reservation request, we will send a spec sheet and payment instructions.

Email Advertisement to Conference Registrants

Target your conference related advertisements to pre-conference registrants for \$400. Emails may advertise your booth, products, and annual meeting events. **(Emails can be set up to deliver any time between 9/1 and 12/15)**

HTML files should be submitted at least **10 business days in advance** of the release date if the email is to be sent out between **9/1 and 10/31**. (The order may be placed further in advance, but the HTML files must be submitted at least 10 days before the requested release date.)

The HTML for an **email to be delivered between 11/1 and 12/15 must be submitted by 10/15**.

The advertiser email message must include the following text at the bottom of the page:

“You have received this message as a part of your conference registration with the Evangelical Theological Society. To opt out of ETS Advertiser Emails, please click on the Manage Your Subscription link below and uncheck the ETS Conference Advertisements Email Service Box.”

Sponsor Push Notification

Schedule a pop up notification to appear in the app during the week of conference. These pop up like a text message or an Uber notification. When tapped it can open a custom page which can include Images, Links, Videos and Formatted Text. All taps are tracked, so we know who tapped on the notification and opened the page.

Push Notifications are available for Annual Meeting sponsors only and cost \$250

Terms & Conditions

ETS reserves the right to reject or request changes to advertising that it considers out of harmony with the purpose of the Annual Meeting.

Failure to submit payment, or artwork by the stated deadlines may result in the cancellation of the reservation. Sponsors or advertisers who cancel in writing before the artwork due date may receive a refund of the funds paid minus a \$100 administrative fee. No refunds will be issued for sponsorship or advertising items after the artwork deadline.

For inquiries or to reserve a sponsorship, please email: meeting@etsjets.org
