

## **The *PICOGRAM***

The *PICOGRAM* is an important communication vehicle to AGRO members. It serves as the historical record of AGRO activities, and it provides announcements regarding awards and upcoming events, and details of technical programming at the ACS meeting. There are two issues of the *PICOGRAM* per year.

AGRO only programs at the Fall ACS meeting. The Spring issue is generally used as a vehicle to relay the Call for Papers for the Fall Meeting and inform the membership regarding deadlines for abstract submission along with other information on awards, etc. The Fall issue is generally larger and contains the detailed scientific program presented at the Fall ACS meeting. A printed version of each issue of the *PICOGRAM* goes out to all AGRO members. The Spring issue is exclusively distributed via mail. The Fall issue is distributed at the Fall ACS Meeting and then mailed to all members who did not attend. The current membership is approximately 1800. In addition the *PICOGRAM* is made available on the website as a .pdf file as soon as it is sent to the Printer, and its availability is announced via our email newsletter service.

Previous issues are available at <http://www.agrodiv.org/picograms/>

### **Deadline**

**Spring Issue – December 1 of year prior to publication.**

**Fall Issue – June 1**

Ads should be uploaded to the on-line form. If you have problems, please contact Laura McConnell, [laura.mcconnell@bayer.com](mailto:laura.mcconnell@bayer.com)

### **Ad Sizes**

Full Page Ad – 8.5 x 11.0 inches

Half Page Ad – 8.5 x 5.5 inches

**Advertisers should submit their ad in grayscale format for the printed version. Full page advertisers may also submit a color ad for use in the on-line version.**

Full page ads must be submitted as press quality resolution in grayscale, pdf format. Submission of a color version is optional. Print bleed is not needed on the grayscale or color versions.

Half-page ads should be submitted as .tiff or .jpg at press quality resolution in grayscale. Microsoft Office files in Word, Powerpoint, or Publisher may be submitted, but all images in the file must be high resolution grayscale.