

# *ADA Audiology Practices Magazine*

## 2011 Advertising Rates

### **Black & White**

	<b>1x</b>	<b>4x</b>
Full Page	\$1,330	\$1,155
1/2 Page	\$1,155	\$1,000
1/4 Page	\$800	\$690
2-Page Spread	\$2,415	\$2,175

### **Two, Three & Four Color**

	<b>1x</b>	<b>4x</b>
Full Page	\$1,680	\$1,450
1/2 Page	\$1,450	\$1,300
1/4 Page	\$1,000	\$870
2-Page Spread	\$2,900	\$2,415

### **Closing Dates**

<b>Issue</b>	<b>Space Deadline</b>	<b>Materials Deadline</b>	<b>Mail Date</b>
Quarter 1	1/31/2011	02/15/2011	03/10/2011
Quarter 2	4/30/2011	05/15/2011	06/10/2011
Quarter 3	07/25/2011	08/15/2011	09/10/2011
Quarter 4	10/15/2011	11/15/2011	12/10/2011

### **Cover Premiums – All covers are 4-color only.**

**All rates are net.** Request ad position on insertion order.

Inside Front Cover: \$1,815

Inside Back Cover: \$1,750

Back Cover: \$2,415

**Reserve your advertising space today.**

**For more information, call: Stephanie Czuhajewski at ADA Headquarters (866) 493-5544 or by e-mail to [sczuhajewski@audiologist.org](mailto:sczuhajewski@audiologist.org)**

### **Mechanical Requirements**

#### **Preferred Materials**

- High-resolution PDFs.
- Single pages should be built 8.5" x 11".
- Bleeds should be extended a minimum of 0.125".
- Spread pages should be created on two separate side-by-side pages, each 8.5" x 11".
- No live matter within 1/4" of the trim size.
- Include match proof.
- Conversion of advertisements to preferred material will be billed at cost plus handling.

#### **Digital Requirements**

- While high-res PDFs are preferred, *ADA Audiology Practices* accepts all versions of QuarkXPress, Adobe Illustrator EPSs (with fonts converted to outlines), Adobe Photoshop, Adobe Pagemaker and Adobe InDesign files. Include all support files, including fonts.
- Photoshop images should be grayscale or CMYK at 300 ppi — bitmapped images should be at 1200 ppi. Include a printout of the ad with the files.
- No live matter within 1/4" of the trim size.

**Files are accepted on zip disks, CDs, DVDs, e-mail or via FTP.**

**Screens:** 150 line (preferred)

**Send all ad materials to:**

**Audiology Practices**

**Ad Materials**

**1020 Monarch St., Ste. 300B**

**Lexington, KY 40513**

### **Terms of Contract**

1. The Academy of Doctors of Audiology (hereafter "Publisher") reserves the right to reject any advertising that does not conform to publication standards.
2. Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the Publisher from any claim or action, of any kind, based on the content of any advertisement published.
3. Publisher holds advertisers and/or their agents jointly and severally liable in the event of non-payment, for such monies owed without commission as are due and payable to the Publisher.
4. Positioning of advertisements is at the discretion of the Publisher, unless the advertiser has specifically contracted for premium position.
5. Any deliberate attempt to simulate the publication's format is prohibited. Publisher reserves the right to place the word "advertisement" on copy that, in the Publisher's opinion, resembles editorial matter or, in extreme cases, reject the advertisement unless it is redone, at the advertiser's expense, in a format that does not simulate editorial matter.
6. Prepayment and satisfactory credit references are required from first-time advertisers. NO credit is allowed on classified advertising.
7. Advertisers will be billed at the one-time rate unless contract and insertion orders specify higher frequency. Advertisers not fulfilling contracted frequency will be short-rated. Payment is due on invoicing.
8. Insertions on an account carrying a previous balance extending beyond 60 days from date of invoice will not be accepted. Accounts delinquent 90 days may be turned over to a collection agency.
9. Insertion orders cancelled after published space closing date will be billed at earned-space rate. All cancellations must be made in writing no later than the published space closing date.
10. If the type, border or content of an advertisement does not reproduce satisfactorily, the Publisher reserves the right to alter it at the advertiser's expense.
11. Claims for errors in advertising must be brought to the Publisher's attention within 30 days following publication date. If the advertisement runs again with the same error, the advertiser is responsible.
12. These terms and conditions shall apply to all advertising accepted by the Publisher, and these terms and conditions supersede any advertiser contract clauses.