

# CONNECT

ASSOCIATION  
OF ZOOS &  
AQUARIUMS

Jan - Dec 2011

## NonMember\* Advertising Rates & Specifications

Ad Size	1X Color	1X B/W	3X Color	3X B/W	6X Color	6X B/W	9X Color	9X B/W	12X Color	12X B/W
Full Page	\$1350	\$805	\$1265	\$755	\$1160	\$690	\$1110	\$655	\$1060	\$635
1/2 Page	\$1010	\$550	\$940	\$515	\$860	\$465	\$815	\$440	\$780	\$425
1/4 Page	\$875	\$430	\$815	\$405	\$750	\$375	\$715	\$355	\$680	\$340
2 Pg Spread	\$2025	<b>Please note: July, August, and September are premium issues</b> and require an additional \$50 surcharge for each of those months. For 12-month contract holders, advertising in these issues will be available at no extra charge.								
4 Pg Insert	\$5400									

\*AZA Members receive a 40% discount. Contact AZA for more information on joining the Association.

### Dimensions

Full Page:	8.5" x 11" trim size	
1/2 Page:	7.5w x 4.5h	<i>Please allow for 1/8" all around for any ad that bleeds.</i>
1/2 Page Vertical:	3.5w x 9.5h	
1/4 Page:	3.5w x 4.5h	

### Deadlines

Contracts/insertion orders are due no later than the 1st of the month preceding the first publication of your ad. Artwork is due the 10th of the month preceding publication.

### Specifications

**Programs:** QuarkXPress, Adobe Illustrator or Photoshop (up to version 9.0). If possible, please convert Mac files to PC-compatible PDF or EPS files. Submit all fonts (both screen and printer) that were used to create your ad in Quark; Illustrator files should have fonts outlined and images embedded.

**File Formats & Resolution:** All graphics should be EPS, TIFF or PDF files (hi-res JPEG acceptable if file is being e-mailed). Word, Powerpoint, and MS Publisher files are not acceptable. Photos must be scanned or shot on a digital camera at a minimum of 300 dpi. Line art must be at least 600 dpi.

**Color Space:** All color ads must be designed in CMYK. RGB colors must be converted to CMYK before submission. PMS spot colors are unacceptable unless converted to process color equivalent.

**Circulation:** 6,000 zoo & aquarium professionals who are members of AZA.

**Remittance Policy:** Payments for all advertisements are due within 20 days of the date on the invoice. A finance charge of 1% will be applied to late payments. Rates are net to AZA.

While digital artwork is preferred, camera ready artwork may be acceptable; please contact Tim Lewthwaite, AZA Publications Manager, (301) 562-0777, ext. 253, [tlewthwaite@aza.org](mailto:tlewthwaite@aza.org) for details.

### Questions?

Contact Muri Dueppen • 8403 Colesville Road, Suite 710 • Silver Spring, MD 20910  
(301) 562-0777, ext. 254 • (301) 562-0888 fax • [mdueppen@aza.org](mailto:mdueppen@aza.org)