

# CONNECT



Jan-Dec 2012

## Member 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 |
|---------------------------------|---|---|----------|--------|----------|--------|----------|--------|-----------|---------|
| Cover 2, 3<br>Page 1<br>Cover 4 | <b>Premium positions</b> are only available to AZA Member-Advertisers with 12-month full-page 4-color agreements in good standing. Rights to premium positions may be retained as long as advertisers maintain current membership and 12-month agreement in good standing. When rights are vacated, assignments will be made via a blind lottery. |   |          |        |          |        |          |        | \$730     | -----   |
| Full Page                       | \$810   | \$485   | \$760    | \$455  | \$695    | \$415  | \$665    | \$395  | \$635     | \$380   |
| 1/2 Page                        | \$605   | \$330   | \$565    | \$310  | \$515    | \$280  | \$490    | \$265  | \$470     | \$255   |
| 1/4 Page                        | \$525   | \$260   | \$490    | \$245  | \$450    | \$225  | \$430    | \$215  | \$410     | \$205   |
| Calendar Banner                 | \$595   |   |          |        |          |        |          |        |           |         |
| 2 Pg Spread                     | \$1,215   | <b>Please note: July, August, and September are premium issues</b> and require an additional <b>\$50 surcharge</b> for each of those months. For 12-month contract holders, this premium is waived. |          |        |          |        |          |        |           |         |
| 4 Pg Insert                     | \$3,240   |   |          |        |          |        |          |        |           |         |

### Dimensions

|                      |  |                    |               |  |
|----------------------|--|--------------------|---------------|--|
| Full Page:           | 8.5" x 11" trim size <i>Please allow for 1/8" all around for any ad that bleeds.</i> |                    |               |  |
| 1/2 Page Horizontal: | 7.5w x 4.5h  | 1/2 Page Vertical: | 3.5w x 9.5h   |  |
| 1/4 Page:            | 3.5w x 4.5h  | Calendar Banner:   | 10w x 1.1875h |  |

### 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. If any deadline falls on a weekend or U.S. national holiday, the due date will be the next business day.

### 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:** 5,500 - 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.

### Contact

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