

AAMA • MEDICAL ACUPUNCTURE JOURNAL

2006 AD RATES, INSERTION ORDER FORM, and MECHANICAL SPECIFICATIONS

Trim Size: **8 3/8" w x 10 7/8" d**, saddlestitched
 Color: Covers, both sides — 4 color process (4-color also available on inside AD pages; guts – 1/1 black. Printing process is sheetfed, offset. Production info, call: 818.764.8400, ask for Deb Odell.

Ad Sizes: Full page – non-bleed 7 3/8" w x 9 7/8" h (live image area)
 Full page – full-bleed 8 5/8" w x 11 1/8" h (Dimensions incl. 1/8" bleed, 4 sides. Live image area **MUST be at least 3/8"** away from trim)
 Back Cover – non-bleed 7 3/8" w x 6 3/8" h (live image area)
 Back cover – partial bleed 8 5/8" w x 7" h (live area – 7 3/8 x 6 1/8)
 1/2 page vertical 3 1/2" w x 9 7/8" h (live image area) non-bleed only
 1/2 page horizontal 7 3/8" w x 4 3/4" h (live image area) non-bleed only
 1/4 page vertical only available 3 1/2" w x 4 3/4" h (live image area) non-bleed only
 1/8 page vertical only available 1-11/16" w x 4-13/16" h (live image area) non-bleed only

NEW AD SIZE →

FULL COLOR ADVERTISING — (Process Ink: CMYK; no pantone matches available) All full color ad film **MUST** be accompanied by a Matchprint or Color Key proof. Rainbow proofs are not acceptable color proofs. (4-color space limited; first-come, first-served with PAID IN FULL insertion orders)

Line Screen: All negative materials: 150 line screen, negatives, right reading emulsion side down

Ad Materials: **Journal is now printed in the CTP process [directly Computer-to-Plate]. Publisher can ONLY ACCEPT ELECTRONIC, DIGITAL AD FILES (both in color and black/white) produced in Quark, FreeHand (eps), PageMaker, Photoshop, or Illustrator (eps); Mac or PC platforms. ABSOLUTELY NO PC ad files in Publisher, Word, Corel or any other PC-only graphics programs other than those indicated above will be accepted.**

PLEASE READ CAREFULLY NOTE: IF ADVERTISER SUPPLIES DIGITAL FILES FOR COLOR OR BLACK AND WHITE ADVERTISEMENTS, ALL FILM AND PROOFS WILL BE CHARGED TO THE ADVERTISER IN ADDITION TO THE COST OF THE INSERTION. IF ADVERTISER'S DIGITAL FILES REQUIRE PRODUCTION TIME BY THE JOURNAL TO MAKE IT ACCEPTABLE FOR REPRODUCTION, ADDITIONAL CHARGES WILL ALSO BE BILLED IN ADDITION TO THE COST OF INSERTION. PLEASE CALL FOR PRODUCTION, FILM, AND PROOF PRICES. ALL COLOR AND DIGITAL FILES MUST BE ACCOMPANIED BY A LASER COLOR PROOF; BLACK/WHITE ADS BY A LASER PROOF.

Frequency: **Triannual / mailed bulk rate – third class — Vol. 17 / No. 2, mails approx. Jan. 31, '06 • Vol. 17 / No. 3, mails approx. May 31, '06**
Vol. 18 / No. 1, mails approx. Sept. 30, '06

Circulation: **CURRENTLY, AVERAGE 6,000 COPIES PER ISSUE.** Issues are distributed to physicians actively involved in the practice of acupuncture or with an interest in acupuncture and related topics.

ADVERTISING RATES FREQUENCY BLACK & WHITE ADS	COST OF EACH AD			FREQUENCY 4-COLOR ADS	COST OF EACH AD			PREPRINTED INSERTS CALL THE AAMA OFFICE (323) 937-5514 OR THE ODELL GROUP (818) 764-8400 FOR MECHANICAL SPECIFICATIONS
	1X	2X	3X		1X	2X	3X	
Full page – full or nonbleed	\$1075	\$975	\$900	Full page – full or nonbleed	\$1525	\$1425	\$1350	
1/2 page vertical	\$850	\$750	\$675	2/3 page (back cover – "BC")	\$2150	\$1900	\$1725	
1/2 page horizontal	\$850	\$750	\$675	Full page (inside front cover – "IFC")	\$1850	\$1625	\$1500	
1/4 page – vertical only available	\$ 650	\$550	\$475	1/2 page – vertical or horiz.	\$1225	\$1125	\$1050	
1/8 page – vertical only available	\$ 550	\$450	\$375	1/4 page – vertical only available	\$1000	\$ 875	\$ 750	
				1/8 page – vertical only available	\$ 875	\$ 725	\$ 650	

Advertising Space Deadlines Space reservation deadlines: **Volume 17/No. 2: Thursday, December 1, 2005**
Ad material deadlines: Volume 17/No. 2: Thursday, December 15, 2005

Please complete the following form and mail with full payment in U.S. funds to the AAMA Executive Office at:

4929 Wilshire Boulevard, Suite 428, Los Angeles, CA 90010; Attn: Mr. James Dowden • 323-937-5514 voice • 323-937-0959 fax • jdowden@prodigy.net

IMPORTANT: TO RECEIVE DISCOUNTED FREQUENCY ad RATES, YOU MUST CONTRACT FOR THE DESIRED FREQUENCY WHEN YOU FILL OUT THE INSERTION ORDER BELOW. IF YOU DON'T INDICATE WHICH AD FREQUENCY YOU DESIRE, YOU'LL AUTOMATICALLY BE BILLED THE ONE TIME FREQUENCY FOR EACH AD PLACED.

If you contract for 2X or 3X frequency and do not fulfill contract for subsequent insertions, you will be retroactively billed for the difference due of the 1X rate.

PAYMENT: 1X AD and FIRST AD of 2X and 3X frequency contract: payment in full must accompany this space reservation.
 2X and 3X FREQUENCY ADS: second and/or third ads will be invoiced prior to the next publication date(s).

PLEASE USE ONE INSERTION ORDER PER AD. IF ADDITIONAL I.O.S ARE NEEDED, PLEASE PHOTOCOPY THIS FORM AND USE.

YES! WE WOULD LIKE TO RESERVE ADVERTISING SPACE IN THE INDICATED ISSUE(S) OF MEDICAL ACUPUNCTURE:

NEXT!	{	<input type="checkbox"/> Vol. 17/No. 2 (Jan 31, '06) B/W	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vertical	<input type="checkbox"/> 1/8 Page Vertical	
		<input type="checkbox"/> Vol. 17/No. 2 (Jan 31, '06) 4-COLOR	<input type="checkbox"/> BC	<input type="checkbox"/> IFC	<input type="checkbox"/> IBC	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H
RESERVE NOW TO GET FREQUENCY DISCOUNTS!	{	<input type="checkbox"/> Vol. 17/No. 3 (May 31, '06) B/W	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vertical	<input type="checkbox"/> 1/8 Page Vertical	
		<input type="checkbox"/> Vol. 17/No. 3 (May 31, '06) 4-color	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vertical	<input type="checkbox"/> 1/8 Page Vertical	
		<input type="checkbox"/> Vol. 18/No. 1 (Sep 30, '06) B/W	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vertical	<input type="checkbox"/> 1/8 Page Vertical	
		<input type="checkbox"/> Vol. 18/No. 1 (Sep 30, '06) 4-color	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vertical	<input type="checkbox"/> 1/8 Page Vertical	

Our check in the full amount of \$ _____ (U.S. funds only) is enclosed. No reservations will be honored without full payment for the space reserved. Space will be assigned and reservations honored based on the date full payment is received.

Our ad copy is: enclosed will be forwarded by the deadline Other: _____

AD TITLE / DESCRIPTION _____

Individual Contact Person _____ Phone _____

Company _____ Fax _____

Address _____ Email _____

City / State / Zip Code _____