

CONNECT



Oct 09 – Sept 10

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	Please note: July, August, and September are premium issues 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 for details.

Questions?

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