DISPLAY ADVERTISING RATES

BLACK AND WHITE

	1 Time	*3 Times*	*6 Times*
Full page	$2,000	$1,800	$1,600
1/2 page	$1,600	$1,480	$1,360
1/4 page	$1,000	$910	$800

4-COLOR

	1 Time	*3 Times*	*6 Times*
Full page	$3,100	$2,900	$2,700
1/2 page	$2,400	$2,280	$2,160
1/4 page	$2,100	$1,900	$1,860

COVERS AND SPECIAL EXTRAS

	1 Time	*3 Times*	*6 Times*
Inside front cover	$3,800	$3,760	$3,600
Inside back cover	$3,800	$3,760	$3,600
Outside back cover:	$4,260	$4,110	$3,800

Preferred position pricing varies. Inserts and tip-ons rates and specifications are available upon request. All premium positions are non-cancelable.

MATERIALS DEADLINES

January issue*	December 10, 2016
March issue	February 10, 2017
May issue	April 10, 2017
July issue*	June 10, 2017
September issue	August 10, 2017
November issue	Octover 10, 2017

**The January issue is the Annual Session Advance Registration special edition. The July issue is the Annual Session recap special edition.*

AD SPECIFICATIONS

Unit	Width	Height
Publication size	**8.5”**	**10.875”**
Full page	8.25”	10.625”
Full page w/bleed	9”	11.375”
1/2 page	8.25”	5.3125”
1/4 page	4”	5.3125”

Electronic files should be provided in one of the following formats: Photoshop files-300 dpi TIF or JPG files; Illustrator files – EPS; or Adobe .pdf. Avoid placing vital text or graphics within 0.25” of the edge. Advertising insertions requiring typesetting or makeup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount receive 15 percent off.

For information regarding placing a classified ad, please visit the AAPD Career Center at *http://jobs.aapd.org* or call (312) 337-2169.