

DISPLAY ADVERTISING RATES

BLACK AND WHITE

	1 Time	3 Times	6 Times
Full page	\$2,200	\$2,000	\$1,800
1/2 page	\$1,800	\$1,680	\$1,560
1/4 page	\$1,200	\$1,110	\$1,000

4-COLOR

	1 Time	3 Times	6 Times
Full page	\$3,300	\$3,100	\$2,900
1/2 page	\$2,600	\$2,480	\$2,360
1/4 page	\$2,300	\$2,100	\$2,060

COVERS AND SPECIAL EXTRAS

	1 Time	3 Times	6 Times
Inside front cover	\$4,100	\$3,960	\$3,800
Inside back cover	\$4,100	\$3,960	\$3,800
Back cover	\$4,460	\$4,310	\$4,000

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

MATERIALS DEADLINES

January/February issue	January 10
March/April issue	March 10
May/June issue	May 10
July/August issue	July 10
September/October issue*	September 10
November/December issue	November 10

*The September/October issue is mailed with the AAPD Reference Manual.

AD SPECIFICATIONS

Unit	Width	Height
Publication size	8.25"	10.875"
Full page	7.75"	10.625"
Full page w/bleed	8.75"	11.375"
1/2 page	7.75"	5.3125"
1/4 page	3.875"	5.3125"

Electronic files should be provided in one of the following formats: Photoshop files – 300 dpi TIF or JPG; Illustrator files – AI or 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: 15 percent.

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