

Activities Directors' Quarterly

for
*Alzheimer's & Other Dementia Patients*TM

by the editors of *American Journal of Alzheimer's Disease*[®] and *Other Dementias*

Rate Card No. 1 • Effective August 1, 2002 • Display Advertising Rates and Data

470 Boston Post Road • Weston, MA 02493 • 781-899-2702 • Fax: 781-899-4900 • E-mail: radjr@pnpcoco.com

ROP Advertising						Inserts	
B/W Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	2 Page	4 Page
1 Time	\$1,195.	\$950.	\$866.	\$788.	\$717.	\$2,390.	\$4,780.
2, 3 Times	1,120.	900.	816.	738.	667.	2,290.	4,680.
4 Times	1,045.	850.	766.	688.	617.	2,190.	4,580.

The *Activities Directors' Quarterly for Alzheimer's & Other Dementia Patients* is an outgrowth of the *American Journal of Alzheimer's Disease and Other Dementias*. As such, it is designed to serve the day-to-day needs of activities directors serving Alzheimer's and other dementia patients. We reach several thousand activities directors each issue.

◆ **COLOR RATES:**

Standard Color.....\$795.

Matched Color.....\$895.

4/color process.....\$1,295.

Full color charges also apply to fractional pages.

◆ **PREFERRED POSITION RATES:**

2nd Cover: Earned b/w rate plus 25%.

Facing page at no premium, but must run as spread.

3rd Cover: Earned b/w rate plus 25%.

4th Cover: Earned b/w rate plus 50%.

Facing first page of text. Earned b/w rate plus 25%.

Center Spread: Earned b/w rate plus 50%.

◆ **BLEED:** No charge

◆ **AGENCY COMMISSION:** 15%

◆ **EARNED RATES:**

Rates based on number of insertions within one year, regardless of size. Purchases by a parent company and subsidiaries are combined for determining earned rate.

◆ **MECHANICAL REQUIREMENTS:**

◆ **TRIM SIZE:** 8-3/8 x 10-7/8

◆ **DIMENSIONS:**

1 page7 x 10

2/3 page.....4-1/2 x 10

1/2 page-vertical3-3/8 x 10

1/2 page-horizontal7 x 4-7/8

1/3 page-vertical2-1/2 x 10

1/3 page-horizontal.....4-1/2 x 4-7/8

1/4 page3-3/8 x 4-7/8

◆ **BLEED SIZES:**

Full page: 8-1/2" x 11-1/4".

Includes 1/8" trim, outside and bottom and 3/16" trim, top and gutter.

Allow 3/8" safety for live matter all edges. Signatures jog to the head and trim. Inserts need 1/2" high folio lip.

Fractional units:

1/2 page horizontal:

8-1/2" x 5-1/4";

1/2 page vertical: 4-1/4" x 11-1/4", gutter bleed: 7-3/8" x 10".

◆ **INSERT REQUIREMENTS:**

Sizes, quantity, paper weight, and specifications on request.

◆ **INSERT OVERAGES:**

Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date of scheduled insertion.

◆ **PAPER STOCK:**

Inside: 60 lb. coated – acid free

Covers: 100 lb. coated – acid free

◆ **BINDING:**

Saddle stitched

◆ **HALFTONES:**

Up to 150 line screen.

Maximum print density 4/c is 270%.

◆ **REPRODUCTION REQUIREMENTS:**

Camera ready copy. All materials must have register marks, center marks, and trim marks clearly indicated. Each negative must be marked for color. All films are right reading, emulsion down. Color ads require a Matchprint or similar. Standard and Matched color ads must specify a PMS color. Electronic Files: PDF, Quark, EPS, must be set for hi-res and include tiff preview, all images and fonts.

◆ **ISSUANCE:**

Quarterly (4 issues per year)

◆ **ADVERTISING CLOSING DATES:**

Issue	Closing Date
Winter	December 27, 2004
Spring	March 28, 2005
Summer	June 24, 2005
Fall	September 22, 2005