

# AAMA • MEDICAL ACUPUNCTURE JOURNAL

## 2005 AD RATES, INSERTION ORDER FORM, and MECHANICAL SPECIFICATIONS

**TRIM SIZE:** 8 3/8" w x 10 7/8" h, 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. For ad production info, call: 818.764.8400, ask for Deb Odell [fax: 818.764.4554].

<b>NEW AD SIZE!</b> →	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	(Size includes 1/8" bleed, 4 sides. Live image area <b>MUST be at least 3/8"</b> 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
		<b>1/8 page vertical only available</b>	<b>1-11/16" w x 4-13/16" h</b>	<b>(live image area) non-bleed only</b>

**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:** 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. 16 / No. 3, mails approx. May 31, '05 • Vol. 17 / No. 1, mails approx. Sept. 30, '05 • Vol. 17 / No. 2, mails approx. Jan. 31, '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	COST OF EACH AD			COST OF EACH AD			PREPRINTED INSERTS	
FREQUENCY BLACK & WHITE ADS	1X	2X	3X	FREQUENCY 4-COLOR ADS	1X	2X	3X	
Full page – full or nonbleed	\$1075	\$975	\$900	2/3 page (back cover – "BC")	\$1525	\$1425	\$1350	<b>CALL THE AAMA OFFICE (323) 937-5514 FOR RATES;  OR THE ODELL GROUP (818) 764-8400 FOR MECHANICAL SPECIFICATIONS</b>
1/2 page vertical	\$ 850	\$750	\$675	Full page (inside front cover – "IFC")	\$2150	\$1900	\$1725	
1/2 page horizontal	\$ 850	\$750	\$675	Full page (inside back cover – "IBC")	\$1850	\$1625	\$1500	
1/4 page – vertical only available	\$ 650	\$550	\$475	Full page – full or nonbleed	\$1485	\$1350	\$1275	
1/8 page – vertical only available	\$ 550	\$450	\$375	1/2 page – vertical or horiz.	\$1225	\$1125	\$1050	
				1/4 page – vertical only available	\$1000	\$ 875	\$ 750	
				1/8 page – vertical only available	\$ 875	\$ 725	\$ 650	
				<b>Preprinted Inserts</b>	<b>Contact AAMA office</b>			

**Advertising Space Deadlines**

Space reservation deadline: **Volume 16/No. 3: received by Friday, April 1, 2005**  
 Ad material deadline: **Volume 16/No. 3: received by Friday, April 15, 2005**

Please complete the form below and mail with payment in full 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:

<b>NEXT!</b>	{	<input type="checkbox"/> Vol. 16/No. 3 (May 31, 05)	<b>B/W</b>	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vert.	<input type="checkbox"/> 1/8 Page Vert.			
		<input type="checkbox"/> Vol. 16/No. 3 (May 31, 05)	<b>4-color</b>	<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	<input type="checkbox"/> 1/4 Page Vert.	<input type="checkbox"/> 1/8 Page Vert.
		<input type="checkbox"/> Vol. 17/No. 1 (Sep 30, 05)	<b>B/W</b>	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vert.	<input type="checkbox"/> 1/8 Page Vert.			
		<input type="checkbox"/> Vol. 17/No. 1 (Sep 30, 05)	<b>4-COLOR</b>	<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	<input type="checkbox"/> 1/4 Page Vert.	<input type="checkbox"/> 1/8 Page Vert.
		<input type="checkbox"/> Vol. 17/No. 2 (Jan 31, 06)	<b>B/W</b>	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page V or H	<input type="checkbox"/> 1/4 Page Vert.	<input type="checkbox"/> 1/8 Page Vert.			
		<input type="checkbox"/> Vol. 17/No. 2 (Jan 31, 06)	<b>4-COLOR</b>	<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	<input type="checkbox"/> 1/4 Page Vert.	<input type="checkbox"/> 1/8 Page Vert.

**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 \_\_\_\_\_