

# *ADA Audiology Practices Magazine*

## 2017 Advertising Rates

### **Two, Three & Four Color**

	<b>1x</b>	<b>4x</b>
Full Page	\$2,000	\$1,500
1/2 Page	\$1,500	\$1,300
2-Page Spread	\$3,000	\$2,500

### **Cover Premiums – All covers are 4-color only.**

**All rates are net.** Request ad position on insertion order.

Inside Front Cover: \$1,900

Inside Back Cover: \$1,750

Back Cover: \$2,500

<b>Closing Dates</b>			
<b>Issue</b>	<b>Space Deadline</b>	<b>Materials Deadline</b>	<b>Mail Date</b>
Quarter 1	01/31/2017	02/15/2017	03/20/2017
Quarter 2	04/28/2017	05/15/2017	06/20/2017
Quarter 3	07/24/2017	08/15/2017	09/20/2017
Quarter 4	10/30/2017	11/15/2017	12/20/2017

**Reserve your advertising space today.**

**For more information, call: Cody Jones at ADA Headquarters (859) 977-7448 or by e-mail to [cjones@audiologist.org](mailto:cjones@audiologist.org)**

### **Mechanical Requirements**

#### **Preferred Materials**

- High-resolution PDFs.
- Single pages should be built 8.5" x 11".
- Bleeds should be extended a minimum of 0.125".
- Spread pages should be created on two separate side-by-side pages, each 8.5" x 11".
- No live matter within 1/4" of the trim size.
- Include match proof.
- Conversion of advertisements to preferred material will be billed at cost plus handling.

#### **Digital Requirements**

- While high-res PDFs are preferred, *ADA Audiology Practices* accepts all versions of QuarkXPress, Adobe Illustrator EPSs (with fonts converted to outlines), Adobe Photoshop, Adobe Pagemaker and Adobe InDesign files. Include all support files, including fonts.
- Photoshop images should be grayscale or CMYK at 300 ppi — bitmapped images should be at 1200 ppi. Include a printout of the ad with the files.
- No live matter within 1/4" of the trim size.

**Files are accepted on zip disks, CDs, DVDs, e-mail or via FTP.**

**Screens: 150 line (preferred)**

**Send all ad materials to:  
Audiology Practices  
Ad Materials**

### Terms of Contract

1. The Academy of Doctors of Audiology (hereafter "Publisher") reserves the right to reject any advertising that does not conform to publication standards.
2. Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the Publisher from any claim or action, of any kind, based on the content of any advertisement published.
3. Publisher holds advertisers and/or their agents jointly and severally liable in the event of non-payment, for such monies owed without commission as are due and payable to the Publisher.
4. Positioning of advertisements is at the discretion of the Publisher, unless the advertiser has specifically contracted for premium position.
5. Any deliberate attempt to simulate the publication's format is prohibited. Publisher reserves the right to place the word "advertisement" on copy that, in the Publisher's opinion, resembles editorial matter or, in extreme cases, reject the advertisement unless it is redone, at the advertiser's expense, in a format that does not simulate editorial matter.
6. Prepayment and satisfactory credit references are required from first-time advertisers. NO credit is allowed on classified advertising.
7. Advertisers will be billed at the one-time rate unless contract and insertion orders specify higher frequency. Advertisers not fulfilling contracted frequency will be short-rated. Payment is due on invoicing.
8. Insertions on an account carrying a previous balance extending beyond 60 days from date of invoice will not be accepted. Accounts delinquent 90 days may be turned over to a collection agency.
9. Insertion orders cancelled after published space closing date will be billed at earned-space rate. All cancellations must be made in writing no later than the published space closing date.
10. If the type, border or content of an advertisement does not reproduce satisfactorily, the Publisher reserves the right to alter it at the advertiser's expense.
11. Claims for errors in advertising must be brought to the Publisher's attention within 30 days following publication date. If the advertisement runs again with the same error, the advertiser is responsible.
12. These terms and conditions shall apply to all advertising accepted by the Publisher, and these terms and conditions supersede any advertiser contract clauses.