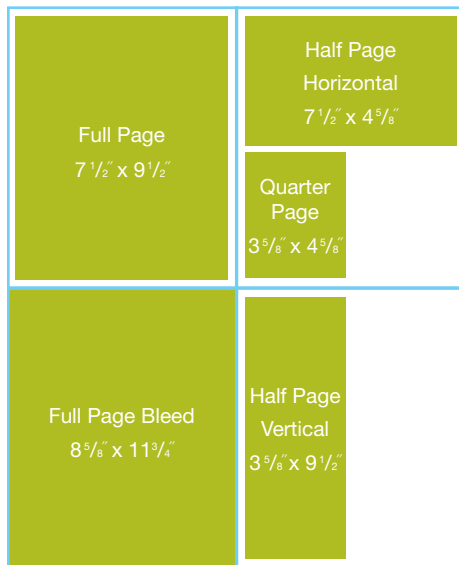


advertising specifications

Mechanical Specifications

futureAge Ad Sizes	
Full Page Bleed	8 5/8" x 11 3/4"
Full Page	7 1/2" x 9 1/2"
Half Page Horizontal	7 1/2" x 4 5/8"
Half Page Vertical	3 5/8" x 9 1/2"
Quarter Page	3 5/8" x 4 5/8"

*Live copy matter for Full Page Bleed ads must fit within 7 1/2" wide x 9 1/2" high. AAHSA cannot be responsible for copy that falls outside these dimensions.



AAHSA reserves the right to refuse any advertising that is considered inappropriate for our readers or our association mission and values. AAHSA reserves the right to place "Advertisement" on any ad material that resembles editorial content.

General Regulations

Terms: NET 30 days. Finance charge of 2% per month will be levied on balances over 30 days.

Agency Commission: To recognized advertising agencies, 15% of ad rate. No commission allowed on mechanical and other miscellaneous charges. Agency commission will be revoked on billings unpaid 60 days after billing date. Payment with order is required with all first-time agencies or advertisers.

Frequency Discounts: Calculated on the black & white ad rate for ads placed within a calendar year. If an advertiser does not use the number of insertion-upon which their billings have been based, adjustments will be made.

Closing Dates: See Editorial Calendar.

Cancellation Policy: No cancellations or changes will be accepted after space closing date. Notifications of cancellations prior to closing date must be in writing.

Ads not submitted within the ad spec guidelines may require an additional fee. Below are the desktop publishing specifications and file format guidelines. Any guidelines or formats not followed in these specifications may cause an advertising file to reproduce incorrectly, and may cause delays and/or additional charges. *futureAge* will not be held responsible for ads that do not comply with these specifications. *Note: We are PC-based for graphics.*

Color Proof

futureAge requires a high-resolution color proof of the ad to make sure the ad is being produced correctly. If not available, a laser proof must be provided. If a high-resolution color proof is not supplied, one will be created for the advertiser at an extra charge.

Digital Artwork

Acceptable File Formats: TIFF or PDF.

Acceptable Program Files: QuarkXpress, Adobe InDesign or Adobe Illustrator (PC format).

Please call (202) 508-9440, if you are unable to provide your ad in any of these formats.

Save TIFF files without LZW compression checked.

Save files to size required. Enlarging or reducing images in page layout can cause problems and affect quality.

Full-page bleeds should be set at 1/8" minimum, but not exceed 3/8".

Notes about saving your file as a PDF

All fonts must be embedded. Files must also be saved for "print quality." The best way to do both is through Acrobat Distiller before you save the actual design file. If you are unsure how to set either of these options, please call (202) 508-9440 for assistance.

Resolution

300 dpi minimum for continuous tone images (photographs).

600 dpi minimum for line art.

advertising specifications

How to send:

- **Email:** Please send all artwork to futureageads@aahsa.org. (Large TIFF files should be compressed as .zip files.) A supporting hard copy of ad must be mailed.
- **Portable media:** CD-ROM. Please include name, phone number and e-mail address of contact person. Label disk with advertiser's name and *futureAge*. A print proof of ad MUST be included to check against contents of disk.

If you are working on a Mac platform, all fonts MUST BE included/attached. It is also helpful to enclose your original design source file with all supporting graphics.

What to send with your digital artwork:

- Our space reservation form.
- Hard copy proof of ad at 100%. (No faxes please.)
- Four-color ads must be accompanied by an accurate color proof such as a matchprint. Otherwise, publisher cannot be responsible for color accuracy.

Hard Copy:

- Camera-ready artwork or RRED negatives (right-reading emulsion down) with positive print proof.
- 100% size
- 133 line screen minimum

futureAge Rates

All AAHSA business firm members receive a 15% discount on all display advertising in *futureAge*.

Premium Positions Rates			
Position and Frequency	1x	3x	6x
Back Cover	\$4,925	\$4,430	\$4,230
Inside Front Cover	\$4,020	\$3,620	\$3,420
Opposite Inside Front Cover	\$3,800	\$3,420	\$3,078
Inside Back Cover	\$3,600	\$3,240	\$3,060

futureAge Rates (black & white)			
Size and Frequency	1x	3x	6x
Full Page	\$2,100	\$1,890	\$1,700
1/2 Page vertical/horizontal	\$1,100	\$990	\$890
1/4 Page	\$700	\$630	\$565

Four-color rates will have a surcharge above the black & white rates above	
Full Page	\$800
1/2 Page vertical/horizontal	\$500
1/4 Page	\$300

AAHSA Annual Meeting & Exposition Pre-Convention Planner

Rates

Same as *futureAge* magazine

Deadlines

Ad space: June 24, 2009

Artwork: July 8, 2009

AAHSA Trends in Design Rates

Design Project Summary

1-page (200 words, 3 images)	\$990
2-page (400 words, 6 images)	\$1,500

Discounted Ad Rates with Project Summary		
Size	Black/White	Four-color additional surcharge
Full page	\$1,785	\$800
1/2 page vert./hor.	\$935	\$500

Trends in Design Advertising Specifications

Resolution: 300 dpi minimum for continuous tone images (photographs).
600 dpi minimum for line art.

Deadlines

Ad Space: August 3, 2009

Artwork: August 17, 2009

Trends in Design Ad Rates		
Size	Black/White	Four-color additional surcharge
Full page	\$2,100	\$800
1/2 page vert./hor.	\$1,100	\$500
Premium positions surcharge		
Back cover		\$4,925
Inside front cover		\$4,020
Inside back cover		\$3,600