

# Avian

# Diseases

## Rate Card 2012

Effective January 1, 2012



Published by

THE AMERICAN ASSOCIATION OF AVIAN PATHOLOGIST

Advertising Office

Bob Bevans-Kerr  
12627 San Jose Blvd, Suite 202  
Jacksonville, Florida 32223

Phone: 904-425-5735  
Fax: 281-664-4744  
E-mail: [AAAP@aaap.info](mailto:AAAP@aaap.info)  
Website: <http://www.aaap.info>

## General Information

**CIRCULATION**  
1,400

**ISSUANCE**  
Quarterly

### 2012 CLOSING DATES

ISSUE	RESERVATIONS	MATERIAL
56:1	January 03	January 14
56:2	March 01	April 02
56:3	June 01	July 06
56:4	September 03	October 05

### SUBSCRIPTION RATES

Institutions: U.S. \$315.00; other countries \$340.00  
Recipients are PAID subscribers and members

### EDITORIAL CONTENT

*Avian Diseases (AD)* is an international journal publishing original observations on the pathology and diseases of poultry, pets and wild birds.

### JOB POSITION ANNOUNCEMENTS:

Be sure your job opening receives the very best applicants by announcing available positions in *Avian Diseases*.

### DISPLAY ADVERTISING:

The circulation of *Avian Diseases* is the largest in its field. With more than 1,400 decision makers looking for the latest in biologics, poultry health products, diagnostic reagents, vaccines, and poultry production, the journal provides the visibility you are looking for.

For more than 50 years, *Avian Diseases* has been the number one resource for specialists in poultry, pet and wild birds, research, and administration. Build name recognition and brand credibility in the official publication of the American Association of Avian Pathologists.

### ACCEPTANCE OF ADVERTISING:

*Avian Diseases* reserves the right to accept materials and require publication prepayment.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trade-marked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

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# Rates

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## DISPLAY ADVERTISING RATES

### COLOR RATES

Four Color per page: \$1200

### COVER & PREFERRED POSITION RATES

(NON-CANCELLABLE-PREMIUM COVER EARNED  
B/W PAGE RATE)

Inside Front Cover: \$1200 plus 75% = \$2,100.00

Inside Back Cover: \$1200 plus 35% = \$1,620.00

Outside Back Cover: \$1200 plus 100% = \$2,400.00

Other Specified Position: \$1200 plus 20% = \$1,440.00

## BLACK & WHITE RATES

	1X	3X	4X
Full Page	\$500	\$465	\$420
Half Page	\$340	\$315	\$290
Quarter Page	\$270	\$250	\$235

## CLASSIFIED ADVERTISING RATES

Classified advertising space for professional position listings and meeting announcements is available at the rate of \$50 for the first 115 words and \$2.00 for each additional. Classified ads will be typeset two columns to a page. Advertising agency discount does not apply for classified ads.

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# Mechanical Requirements

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## AD SIZES

### Non-Bleed

### Bleed

	<u>W</u> x <u>H</u>	<u>W</u> x <u>H</u>
Full Page	7" x 10"	8-3/4" x 11-1/4"
Half Page Horizontal	7" x 5"	8-3/4" x 5-1/2"
Quarter Page	3-1/2" x 4-7/8"	

## TRIM SIZE:

Journal trims 1/8" off top, bottom and outside edge. Final trim size of the publication is 8-1/2 x 11". Live matter should be a minimum of 1/4" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

## BINDING:

Permanent

## PAPER STOCK:

Inside Pages: 50 lb coated

Covers: 80 lb coated

## INSERT REQUIREMENTS:

All inserts must be furnished printed, folded, ready for binding.

Inserts must be folded to 8 3/8" by 11 1/8". Folded inserts will be placed between signatures.

## HALFTONE SCREEN:

133 - 155 line screens are acceptable.

## RESOLUTION:

Graphics should be a minimum of 350 dots per inch (dpi) or higher.

## COMPRESSION:

Large files should be compressed with Stuffit or WinZip if possible.

## FORMATS

We accept TIFF or EPS format for both Macintosh and PC platforms. We also accept files in the following Native Application File Formats:

- ♦Adobe Acrobat (.pdf) (use Press Settings under Job Option)
- ♦Adobe Photoshop (.psd)
- ♦Illustrator (.ai) Corel
- ♦Macromedia FreeHand (.fh)
- ♦Draw (.cdr)
- ♦Canvas (.cvs)
- ♦PowerPoint (.ppt)
- ♦InDesign (.id)
- ♦Pagemaker (.pmd)
- ♦QuarkXPress (.qxd)

## FONTS:

Include the screen and printer font files for any text. PC or Macintosh versions of Adobe PostScript fonts should be used. Do NOT use True Type fonts. Do NOT use system "bitmap" fonts.

## DATA TRANSFER:

We can accept the following media:

CD-ROM	DVD	PDF
Macintosh/PC Platforms		

## DISPOSITION OF MATERIALS:

Reproduction material will be held for 60 days from date of last insertion, and then destroyed unless requested for repeating ads.

We can also accept or retrieve files via File Transfer Protocol (FTP). If you will be posting to the FTP site please go to [www.allenpress.com/faqsframes.html](http://www.allenpress.com/faqsframes.html) and follow the directions.

Payment due upon receipt of invoice!

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