



You take care of our community.

We take care of you.

The American Ambulance Association (AAA) serves both as a voice and a clearinghouse for the industry, and was formed to respond to the continuing need for improvements in medical transportation and emergency medical services. The AAA represents those companies who provide these services, and also promotes dialogue with those groups and entities which provide equipment and other means of support to the ambulance industry. The AAA is the largest trade association of organizations whose primary function is to provide emergency and/or non-emergency ambulance services to the communities which they serve.

8400 Westpark Drive, 2nd Floor
 McLean, Virginia 22102
 703-610-9018 • 1-800-523-4447
 703-610-0210 fax • www.the-aaa.org

AMBULANCE SERVICE

Journal

Advertising Rate Schedule

One-Color Ad Member Rates

Size	1x	2x	3x	4x
Full Page	\$525	\$500	\$475	\$425
½ Page	\$400	\$375	\$350	\$325
¼ Page	\$275	\$250	\$225	\$200
Inside Front Cover	\$825	\$775	\$725	\$700
Inside Back Cover	\$825	\$775	\$725	\$700

**Non-member rates are an additional 50% of space rates.*

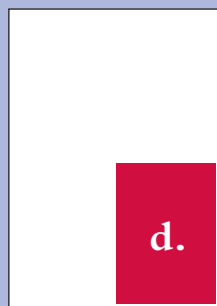
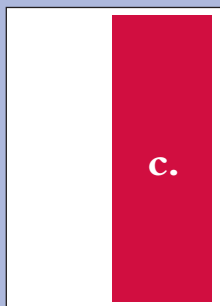
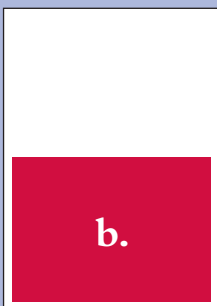
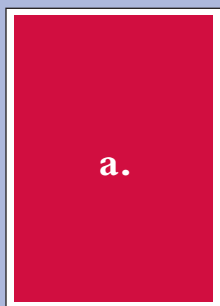
Four-Color Ad Member Rates

Size	1x	2x	3x	4x
Full Page	\$1,000	\$975	\$950	\$875
½ Page	\$875	\$850	\$825	\$800
¼ Page	\$755	\$740	\$725	\$700
Inside Front Cover	\$1,475	\$1,425	\$1,375	\$1,350
Inside Back Cover	\$1,475	\$1,425	\$1,375	\$1,350

**Non-member rates are an additional 50% of space rates.*

Mechanical Requirements

Publication Trim Size	8 1/2"x11"
a. Full Page	7 1/2 x 10
b. 1/2 Page Vertical	3 3/4 x 10
c. 1/2 Page Horizontal	7 1/2 x 5
d. 1/4 Page	3 3/4 x 5



Printing Specifications

Printing:	Offset, Sheet fed
Binding:	Saddle Stitch
Film Negatives:	Right Reading, Emulsion Side Down
Density:	300%
Dots per inch:	630, 1270 or 2540
Maximum Screen:	150 dpi halftones or screens

Disk Information

Advertisers are encouraged to submit advertisements electronically. This process eliminates the need for negatives, which saves advertisers time and money.

- Acceptable file formats include .TIF, .PDF and .EPS.
- A hardcopy proof of the ad **MUST** accompany the electronic files.
- All files should be 300 dots/inch and actual print size.
- All graphics should be in grayscale (B/W) mode. If two-color, please submit color broken files. EPS file is acceptable for two-color ads.
- All graphics and fonts used in the advertisement should be included on the disk—please indicate whether the file is Mac or PC.
- The recommended page layout programs are Quark Xpress 5.0 (or lower), Illustrator, Photoshop, Adobe InDesign or Adobe PageMaker. Print ready PDFs with all fonts and graphics embedded are also accepted. Please note: AAA will not accept advertisements designed in programs other than those mentioned above.
- Materials should be sent on a 3.5" diskette, a ZIP disk, a CD-ROM via mail or can be submitted via the Internet to efano@the-aaa.org.

Mailing Instructions

Advertising contracts, insertion orders and materials should be sent to:

American Ambulance Association
Attention: ASJ
8400 Westpark Drive, 2nd Floor
McLean, VA 22102
Phone: (703) 610-0247
Fax: (703) 610-0210
Email: efano@the-aaa.org

Contract & Copy Regulations

- a. Conditions appearing on contracts, orders or copy instructions which conflict with publisher's stated policies will not be binding on the publisher.
- b. All advertising orders are accepted and subject to the terms and provisions of the current rate card.
- c. Forwarding of an order is constructed as an acceptance of the prevailing rates and conditions at the time received.
- d. If the actual number of insertions for the year is other than what is specified in the order, charges will be adjusted accordance to the established rates.
- e. Publisher reserves the right to hold the advertiser and/or his/her advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- f. The publisher's liability for any error will exceed the charge of the advertisement in question.
- g. Camera-ready artwork is requested. A written estimation will be provided for minor typesetting changes.
- h. Insertion order and signed contract are required.
- i. Cancellations must be in writing and are not accepted after the space reservation deadline.
- j. Publisher reserves the right to label "Advertising" on any advertisement not prominently identified by advertiser's trademark or which resembles or may be mistaken for editorial content.
- k. Positions may be guaranteed for 25% of the ad rate. Unpaid position requests are not guaranteed.
- l. Payment for advertising is due no later than 30 days from the date of the invoice. The publisher reserves the right to hold the advertiser and the advertising agency jointly liable for all payments.
- m. No further ads will be run for advertisers or agencies whose accounts are more than 60 days overdue.
- n. The publisher reserves the right to require pre-payment of all future ads for advertisers who accounts are consistently delinquent or whose accounts become over 90 days overdue.
- o. Member rates are available only to members of the Association. Advertisers failing to maintain membership will be billed at non-member rates.

Commission

Commission for advertising agencies is not an AAA policy. Agencies should seek fees directly from the advertiser.

2009-2010 Deadlines:

Spring

Editorial	April 24
Advertising Reservation	April 28
Camera Ready Art Work	May 8
Publication	May 30

Summer

Editorial	July 10
Advertising Reservation	July 16
Camera Ready Art Work	July 24
Publication	August 17

Fall - Vendor Guide

Editorial	October 16
Advertising Reservation	October 23
Camera Ready Art Work	October 30
Publication	November 23

Winter

Editorial	January 15
Advertising Reservation	January 22
Camera Ready Art Work	February 5
Publication	February 26

Advertiser Information

Advertising Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Advertisement Information

Size: _____ Color: _____

Frequency: _____

Schedule: _____

Rate: _____

Total: _____

Agency Information *(Complete ONLY if applicable)*

Agency: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

**Please specify if the agency or the advertising company should be billed.*

Cancellation Policy: Cancellations must be made in writing and are not accepted after space reservation deadlines. (See advertising rate card for deadlines.) I have read the copy and contract regulations for advertising in the Ambulance Industry Journal and, by my signature, agree to accept them as stated. By signing this contract, I consent that I am an authorized signatory for my company.

Signature: _____ Date: _____

****Contract must be received before ad placement. It can be sent via fax or mail only. Once the ad has run, an invoice along with a tear sheet of the ad will be sent for payment, which will be due within 30 days of invoice sent.**

****If placing more than one ad per year, publisher has the right to pick up previous insertion if new art is not received by the closing date for that specific contract insertion.**



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