

AMBULANCE SERVICE Journal

2011 RATE CARD AND SPECIFICATIONS

As the official publication of the American Ambulance Association, the Ambulance Service Journal offers reliable information in digital format. The ASJ is produced quarterly and is circulated to over 1,000 AAA members through email and is also posted online on the AAA website. All advertisements are clickable to allow readers to be linked directly from the ad to that company's website.

Advertising Contact:

Katie McNealy
 Program Coordinator
 8400 Westpark Drive, Second Floor
 McLean, VA 22102
 kmcnealy@the-aaa.org
 703.610.0266

2011 Advertising Rates

ONE COLOR	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
FOUR COLOR	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- AAA member rates are an additional 50% of space rates

Advertisement Sizing

Full Page	7 ½ x 10
½ Page Vertical	3 ¾ x 10
½ Page Horizontal	7 ½ x 5
¼ Page	3 ¾ x 5

Publication Trim Size 8 ½ x 11

2011 Editorial Deadlines

Issue	Editorial / Advertising Reservation Due	Art Work Due	Publication
Winter	January 14	January 28	February 14
Spring	April 15	April 29	May 20
Summer	July 15	July 29	August 19
Fall – Election Edition	August 19	September 2	September 23

Digital Files

Prefer PC files constructed from Quark Xpress, Adobe InDesign, Photoshop, or Illustrator. Print ready PDF's with all fonts and graphics embedded are also accepted. Please note: AAA will not accept advertisements designed in programs other than those mentioned above.

Accepted Media

Acceptable file formats include .TIF, .PDF and .EPS. Files must be submitted via e-mail.

Artwork

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 in acceptable for two-color ads.

Rates

All rates are non-commissionable and are based on artwork being provided ready for publication. If files are not supplied in proper format they will be corrected at the advertiser's expense. Rates are subject to change with 60 days written notice.

Copy

Advertisers are solely responsible for the submission of copy. The advertiser and or its agency will indemnify and hold Publisher harmless from and against any loss resulting from claims or suits for defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause. Publisher reserves the right to reject any advertising.

Payment

Advertising space is limited and is on a first come first serve basis. Advertiser must submit contract by reservation date. Payment for advertising is due no later than the Art Work Due date specified in the editorial deadline. No further ads will be run for advertisers whose accounts are more than 60 days overdue. The publisher reserves the right to require pre-payment for all future ads for advertisers whose accounts are delinquent.

Cancellation Policy

Cancellations must be made in writing and will only be accepted by or before the Art Work Deadline. Refunds will only be granted on advertisements not yet run and is by the discretion of the publisher.



Advertising Contract

Advertiser Information

Company: _____

Contact: _____

Billing Address: _____

Cont. _____

Phone: _____ E-mail: _____

Advertising Information

Size: _____ Color: _____

Frequency: _____

*Please designate which issues: _____

Rate: _____

Total Due: _____

Contract must be received by Advertising Deadline. You will be invoiced for your total due amount, payment must be received by Art Work Due deadline or the ad may not be included in publication. Any questions regarding advertisements or open invoices should be directed to Katie McNealy.

I have read the copy and contract regulations for advertising in the Ambulance Service Journal and, by my signature agree to accept them as stated. I consent that I am an authorized signatory for my company.

Signature: _____ **Date:** _____

Received by: _____ *(AAA Staff only)*

Please return signed contract to:

Katie McNealy
Program Coordinator
8400 Westpark Drive, Second Floor
McLean, VA 22102
kmcnealy@the-aaa.org
Fax: 703. 610.0210