

now

associations

INSERTS BELLYBANDS GATEFOLDS+



INSERTS

Capture the attention of readers with an insert which affords you the flexibility of producing a piece on unique paper stock and of a custom size.

INSERT RATES (GROSS)

2 PAGE INSERT	\$14,450
4 PAGE INSERT	\$15,980
ADD \$1,595 PER FOUR PAGES THEREAFTER	
ADD \$1,595 FOR MAGNA STRIP	

NOTE: Client to print and supply the inserts. Limited number of insert positions available in each magazine issue.

BARN DOOR COVER

First time offered on *Associations Now* magazine!

BARN DOOR COVER RATE (GROSS)

\$14,980



BELLYBANDS

Be seen first, a bellyband will be the first thing the readers will see as it will have to be removed before they can read their issue. Your message can be printed on both sides of the bellyband.

BELLY BAND RATE (GROSS)

\$14,980

ADD \$5,430 TO INCLUDE FULL PAGE AD INSIDE MAGAZINE

NOTE: Client to supply material files and ASAE will print. Bellybands available on limited magazine issues.

GATEFOLDS

Maximize your message by turning your ad into multiple unfolding panels and placing it with the cover or inside the magazine.

GATEFOLD RATES (GROSS)

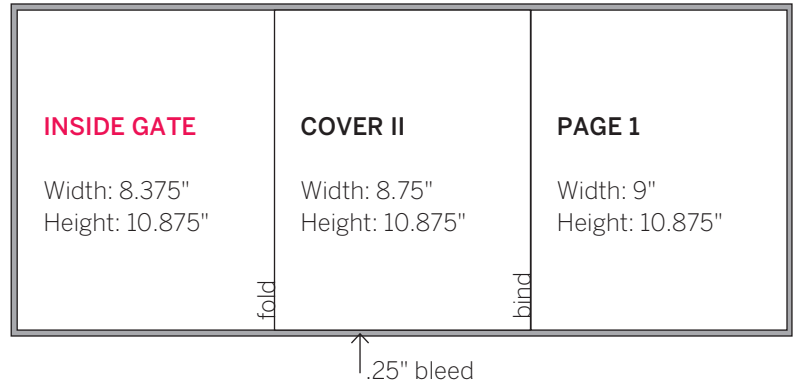
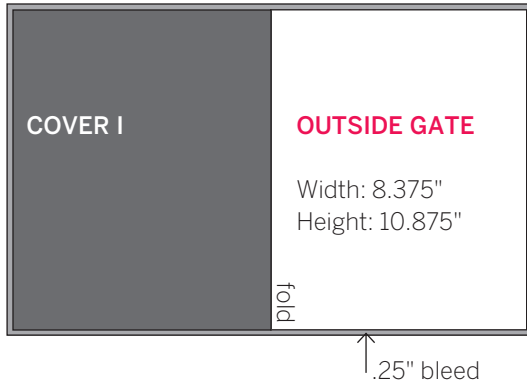
3 PAGE INSIDE GATEFOLD	\$22,750
4 PAGE INSIDE GATEFOLD	\$24,750
3 PAGE FRONT COVER GATEFOLD	\$26,410
4 PAGE FRONT COVER GATEFOLD	\$29,900
4 PAGE BACK COVER GATEFOLD	\$28,900

NOTE: Client to supply the material files and ASAE will print. Gatefolds available on limited magazine issues.



TO RESERVE YOUR OPPORTUNITY, PLEASE CONTACT YOUR ACCOUNT MANAGER, EMAIL INDUSTRYPARTNERRELATIONS@ASAE.CENTER.ORG, OR CALL 202-626-2889.

SEE NEXT PAGE FOR SPECS



ESTIMATED DOCUMENT DIMENSIONS:

OUTSIDE GATE: 8.875" x 11.375" (this includes .25" bleed)

INSIDE GATE & COVER II & PAGE 1: 26.625" x 11.375" (this includes .25" bleed)

PLEASE INCLUDE FOLD LINES IN FILE.

NOTE: THE GATEFOLD SPECS MAY CHANGE DUE TO SPINE DIMENSION. WE WILL SUPPLY A TEMPLATE FOR ALL GATEFOLD SIZES.

GATEFOLD GUIDELINES:

- Provide file as a printer spread.
- Make sure to include a .25" bleed on all sides.
- Pay particular attention to images that crossover between different flaps and forms.
- Never split any individual letters or numbers between two flaps of a gatefold.
- Do not split any type that is 10 points or less in size as a read-across.
- Avoid splitting any words between letters or numbers. If splitting a sentence is necessary only split between words; and then add some additional spacing (up to 1/32 of an inch) between the split words.
- Avoid layouts that split important images or key parts of an image, such as eyes, noses and lips, on two flaps of the gatefold.
- Avoid layouts that have critical crossover alignment images and type at both the top and bottom of the pages.
- Avoid critical horizontal and diagonal lines crossing between different flaps and forms.

GATEFOLD APPROVAL:

Two samples of the Belly Band must be sent to ASAE for review of mechanical specifications and approval. Send samples for approval to:

ASAE
 Attention: Production Manager
 1575 I Street, NW, Suite 1100
 Washington, DC 20005
 Phone: 202-626-2707

AD PREPARATION:

ASAE & the Center accepts only digital files (Mac or PC platform) in the following programs:

- Indesign (all versions)
- Adobe Illustrator (all versions)
- Adobe Photoshop (all versions)
- high-res PDF files

WHEN PREPARING YOUR AD, PLEASE FOLLOW THESE GUIDELINES:

- Include all artwork, fonts, and the document on your disk.
- Do not use true type fonts.
- Do not use font attributes from the measurement palette, i.e., bold, italic, etc.
- Set all color to CMYK.
- Setup all images as ai, psd, tiff or eps.

AD REPRODUCTION:

For accurate color, font, and rendering reproduction we require a high-end color proof such as Kodak Approval, Iris, or other dot-generated digital proof. We cannot guarantee the accuracy of the color, font, or rendering if a physical proof is not supplied.

AD SUBMISSION:

INTERNET:

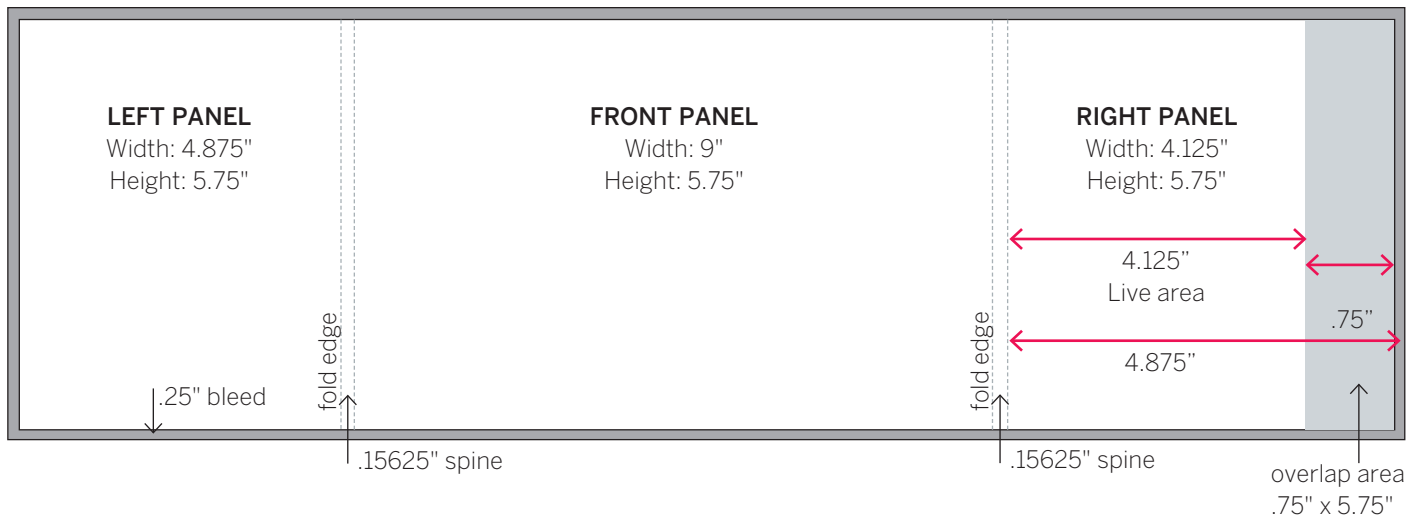
<http://upload.asaecenter.org>
 username: anupload
 password: @nfiles

MAIL:

Advertising Production
 ASAE & the Center
 1575 I Street, NW
 Washington, DC 20005
 Tel: 202-371-0940

MUST SEND HIGH-END COLOR PROOF TO MATCH.

EMAIL: We **DO NOT** accept ads via email.



DOCUMENT DIMENSIONS:

OVERALL DIMENSIONS: 19.0625" x 5.75" (add .25" all around bleed)

FRONT PANEL DIMENSIONS: 9" x 5.75" (add .25" all around bleed)

LEFT PANEL DIMENSIONS: 4.875" x 5.75" (add .25" all around bleed)

RIGHT PANEL DIMENSIONS: 4.875" x 5.75" (add .25" all around bleed) see above for live area

PLEASE INCLUDE FOLD LINES IN FILE. Bellyband wraps and glues. There is a .75" overlap on the right panel. Spine widths are .15625".

NOTE: These dimensions are only for an 80 page book, the spine size will change depending on the page count. Consult with your account manager before production.

AD PREPARATION:

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- Indesign (all versions)
- Adobe Illustrator (all versions)
- Adobe Photoshop (all versions)

WHEN PREPARING YOUR AD, PLEASE FOLLOW THESE GUIDELINES:

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AD REPRODUCTION:

For accurate color, font, and rendering reproduction we require a high-end color proof such as Kodak Approval, Iris, or other dot-generated digital proof. We cannot guarantee the accuracy of the color, font, or rendering if a physical proof is not supplied.

BELLY BAND APPROVAL:

Two samples of the Belly Band must be sent to ASAE for review of mechanical specifications and approval. Send samples for approval to:

ASAE
 Attention: Production Manager
 1575 I Street, NW, Suite 1100
 Washington, DC 20005
 Phone: 202-626-2707

AD SUBMISSION:

INTERNET:

<http://upload.asaecenter.org>
 username: anupload
 password: @nfiles

MAIL:

Advertising Production
 ASAE & the Center
 1575 I Street, NW
 Washington, DC 20005
 Tel: 202-371-0940
 Must send high-end color proof to match.

EMAIL: We **DO NOT** accept ads via email.

TYPES:

Tip-On: an insert that does not bind into the gutter of the magazine, it's glued to an editorial page.

Bind in: an insert that binds into the gutter of the magazine

SPECS:

- Minimum Size: 4" x 6"
- Maximum Size: If the piece is pre-trimmed: 7-7/16" x 10-5/8"
- If you want the piece to trim (top, bottom, and outside face) with the magazine: 9.125 x 11.125 this includes a 1/8" trim on the head, foot and face.
If the final insert dimensions are the same as the magazine, the insert must be labeled as advertising and the stock must be different than the magazine
- Minimum Thickness: .0035"
- Preferred Paper Stock: Preferred min weight is 60# and max weight is 119#
- If it is a bind-in insert, please add 1/4" to the width for grind off

QUANTITY:

Supply 21,250 pieces

INSERT AND OUTSERT APPROVAL:

Two samples of the insert must first be sent to ASAE for review of mechanical specifications and approval. You may send mock ups as long as they are printed on the same stock of the final insert. Send samples for approval to:

ASAE

Attention: Production Manager

1575 I Street, NW, Suite 1100

Washington, DC 20005

Phone: 202-626-2707

INSERTS AND OUTSERTS TO PRINTER:

Once insert is approved by ASAE, please ship 21,250 final inserts to the Printer as follows:

PACKING:

- Inserts must be packed facing the same direction
- Inserts must be packed so that they are received flat, and do not curl
- The correct orientation must be clearly marked
- Do not shrink wrap or sleeve wrap

LABELING:

Please include an inventory sheet noting the following:

- Name of advertiser
- Name of the insert
- Note that the inserts are for *Associations Now* magazine and please indicate the issue month

PRINTER SHIPPING ADDRESS:

Schumann Printers Building #2

200 Swarthout Rd.

Fall River, WI 53932

Attn: Kim Murray