

ASSOCIATIONS NOW MAGAZINE 2021 SPECS & RATES

Ad Close Dates

	DELIVERY DATE	AD CLOSE	MATERIALS DUE
Winter Board Brief 2021	Late January	10/28/2020	11/4/2020
Spring 2021	Late April	2/10/2021	2/17/2021
Summer 2021	Early August	5/19/2021	5/26/2021

Four-Color Rates

FREQUENCY	1x	2x	3x
Back Cover	\$13,700	\$13,585	\$13,100
Inside Front Cover	\$13,170	\$12,815	\$11,970
Inside Back Cover	\$12,200	\$11,890	\$11,100
Two-Page Spread	\$17,900	\$17,700	\$17,300
Half-Page Spread	\$13,620	\$13,380	\$12,980
Full Page	\$11,860	\$11,640	\$11,310
2/3 Page	\$10,280	\$10,110	\$9,825
1/2 Island	\$9,950	\$9,890	\$9,630
1/2 Horizontal or Vertical	\$8,785	\$8,620	\$8,430
1/3 Page Square or Vertical	\$7,630	\$7,510	\$7,320

Gross rates: Additional ad sizes and black and white rates available on request

Ad Specs

AD SIZE	SIZE	BLEED	LIVE AREA
Spread bleed	18" x 10.875"	18.5" x 11.375"	16.5" x 10.125"
Full-page bleed	9" x 10.875"	9.5" x 11.375"	8.25" x 10.125"
Full page	8.25" x 10.125"	—	—
2/3 horizontal spread bleed	18" x 7.75"	18.5" x 8"	16.5" x 7.375"
2/3 vertical bleed	5.75" x 10.875"	6" x 11.375"	5.375" x 10.125"
2/3 vertical	4.5" x 10.125"	—	—
1/2 horizontal spread bleed	18" x 5.375"	18.5" x 5.625"	16.5" x 5"
1/2 horizontal bleed	9" x 5.375"	9.5" x 5.625"	8.25" x 5"
1/2 horizontal	7" x 4.875"	—	—
1/2 vertical bleed	4.65" x 10.875"	4.9" x 11.375"	4.275" x 10.125"
1/2 vertical	3.375" x 10.125"	—	—
1/2 island bleed	5.75" x 7.75"	6" x 8"	5.375" x 7.375"
1/2 island	4.5" x 7.25"	—	—
1/3 vertical	2.125" x 10.125"	—	—
1/3 square	4.5" x 4.875"	—	—
1/6 vertical	2.125" x 4.875"	—	—

We accept only digital files in the following formats:

- Adobe 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.
- Set up all images as tiff or eps.

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

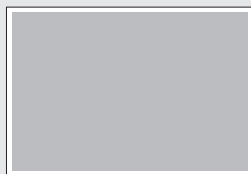
Any inserts, outserts, add-ons, regardless if ASAE is doing the printing or not, must be approved by production and the USPS. Please contact your account manager with the size and stock you are using; within 2 to 3 days, we will contact you with approval or changes. As soon as you have a preliminary layout, please send us a PDF of the file for USPS approval. If you already have furnished the piece, please FedEx.

MAIL:

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

INTERNET:

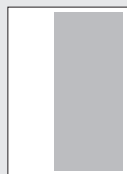
<http://upload.asaecenter.org>
username: anupload
password: @nfiles
Must send high-end color proof to match.
Note: We do not accept ads via email.



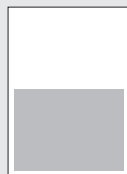
2-Page Spread



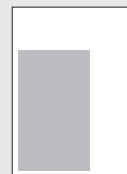
Full Page



2/3 Vertical



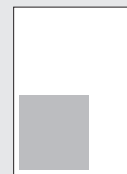
1/2 Horizontal



1/2 Island



1/3 Vertical



1/3 Square