

Washington *Massage Journal*

A publication of the American Massage Therapy Association - Washington Chapter

2010 Display Advertising Schedule

Issue	Theme	Space Reservation & Payment Deadline	Materials Deadline	Issue Arrival Date
Winter	2010 Convention Issue <i>Expanded Circulation to All LMPs in State</i>	Dec. 1, 2009	Dec. 10, 2009	Feb. 5, 2010
Spring	Going Green	Mar. 1, 2010	March 10, 2010	April 20, 2010
Summer	Insurance	June 1, 2010	June 10, 2010	July 20, 2010
Fall	Spa	Sept. 1, 2010	Sept. 10, 2010	Oct. 20, 2010

*Schedule and editorial themes subject to change. Call Jane Rial at 541-317-4141 for confirmation on deadlines.
AMTA-WA cannot be held responsible for delays in mail delivery which may affect Issue Arrival Dates.*

Washington Massage Journal

2010 Display Advertising Rates

Effective September 1, 2009

All Rates are Four Color

<u>Display Ad Size</u>	<u>1-2x</u>	<u>3-4x</u>	
Four Color Cover Positions:			
2/3 page outside back cover	\$660	\$600	
	\$725	\$660	<i>Winter Issue only</i>
Full page inside front cover	\$615	\$560	
	\$675	\$615	<i>Winter Issue only</i>
1/2 page inside back cover Horizontal only.	\$495	\$430	
	\$545	\$475	<i>Winter Issue only</i>
Four Color Inside Positions:			
Full page inside	\$535	\$485	
	\$590	\$535	<i>Winter Issue only</i>
1/2 page inside horizontal	\$380	\$325	
	\$415	\$360	<i>Winter Issue only</i>
1/2 page inside vertical	\$380	\$325	
	\$415	\$360	<i>Winter Issue only</i>
1/4 page inside Vertical only.	\$285	\$225	
	\$315	\$250	<i>Winter Issue only</i>

Note: The Winter issue is sent to all LMPs in Washington State, expanding circulation to more than 11,000.

Classified Ads

Classified Ads are available at \$10 for up to 25 words for AMTA-WA members and \$25 for up to 25 words for non-members. Additional words are 25 cents each, up to a maximum of 50 words per ad. See attached "Policies, Terms & Conditions" for submission details.

Washington Massage Journal

2010 Display Advertising Specifications

Display Ad Size

Width

Height

note: all ads are 4 color

**2/3 Outside Back Cover
(bleed)**

8.625"

7.625"

**Full Page Inside Front Cover
(bleed)**

8.625"

11.25"

**1/2 Inside Back Cover
(bleed)**

8.625"

5.5"

**Full Page Inside
(bleed)**

8.625"

11.25"

**1/2 Horizontal Inside
(bleed)**

8.625"

5.5"

**1/2 Horizontal Inside
(no bleed)**

7.5"

4.5"

**1/2 Vertical Inside
(bleed)**

4"

11.25"

**1/2 Vertical Inside
(no bleed)**

3.5"

9.75"

**1/4 Vertical Inside
(no bleed)**

3.5"

4.875"

Format Requirements & Design Assistance

All rates are based on ad provided in acceptable format. Ad materials not submitted to these standards, or sized incorrectly, are subject to charges of \$95 per hour, with a minimum charge of \$50. Ad design and production assistance is available. For more information, contact Jane Rial at (541) 317-4141.

Send Ads via Email or CD Digital files by email are preferable, in high-resolution (300 dpi) pdf format. When email is not possible, ads must be sent on CD. Macintosh preferred but most PC files are acceptable.

Formats: Press-ready, high resolution PDF format preferred. PDFs must be saved as PDFX1a format or created with the following settings: 2400 dpi, 150 line-art frequency. Layers must be flattened. All fonts must be embedded or outlined.

In addition to PDF format, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum 300 dpi. Layers must be flattened.

We accept ads created in the following software programs:

- Adobe Photoshop CS3 or older versions to 5.5
- Adobe Illustrator CS3 or older versions to 8
- Adobe pdf X-1a

All other file types submitted in **MS Publisher, Pagemaker, Corel Draw, MS Word, Excel etc., are not accepted.**

Specifications for Graphic Files, Color & Fonts:

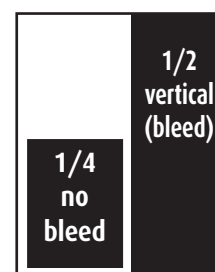
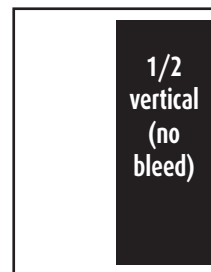
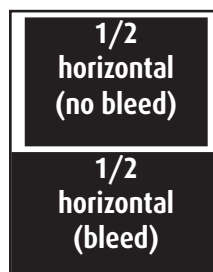
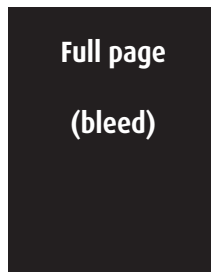
- Graphic files must be at least 300 dpi and the correct ad dimensions.
- Use CMYK images for full color ads. Use Grayscale for black & white ads.
- Compressed images such as JPEG or LZW are not accepted.
- Only Mac postscript fonts are acceptable, with both printer and screen fonts included.

Email Your Ad to: jane@rialmarketing.com

Send Your Ad on Disk to:

Rial Marketing Communications
65102 97th Street, Bend, OR 97701

Publication trim size is 8.5" x 11"
Live area for all ads should be .25" inside trim.
Minimum bleed allowance is .125"



Washington *Massage Journal*

2010 Display Advertising Policies, Terms & Conditions

Frequency

The *Washington Massage Journal* is published (4) times per year, on a quarterly basis. See schedule for issue arrival dates.

Circulation

The *Washington Massage Journal* is distributed to over 4,600 AMTA-WA members, LMPs and other interested parties four times a year. The Winter issue is sent to all LMPs in Washington State, expanding circulation to more than 11,000.

Ad Approval

All advertising is subject to acceptance by the AMTA-WA. The AMTA-WA reserves the right to refuse any advertisement that in its judgment, is deemed inappropriate for publication due to content or subject matter. The AMTA-WA also reserves the right to require that all display advertising be professionally designed in order to protect the quality of the *Washington Massage Journal*. For design assistance, see "Specifications" page.

Ad Content

Ad content is the sole responsibility of the advertiser. The AMTA-WA is not responsible for proofing ads for errors, typos, etc. All information contained in ads, whether correct or incorrect, is strictly the responsibility of the advertiser.

Format Requirements and Design Assistance

Your Ad Must Be Provided in Acceptable Format!

See the "Specifications" page for detailed information about acceptable formats and contact information for design assistance.

Ship Display Ad Materials To:

See the "Specifications" page.

Closing Deadlines

When no acceptable ad copy is furnished by the Materials Deadline for space reserved, the AMTA-WA reserves the right to repeat advertiser's most recent ad, if appropriate, provided payment has been received. If prior ad is not available, ad space is forfeited and no refund will be given.

Payment Policies

Full payment is due in advance and must be received prior to the Space Reservation & Payment Deadline for each issue (see "Schedule" page), or a \$30 late fee will be assessed.

Make your payment payable to AMTA-WA and mail to:

AMTA-WA, 9757 NE Juanita Drive, Suite 107, Kirkland, WA 98034

AMTA-WA reserves the right to pull current and future ads for non-payment if not paid in full by the Payment Deadline.

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2010 Display Advertising Policies, Terms & Conditions (continued)

Cancellation

Advertising cancellation must be received in writing. No cancellation will be accepted after the Space Reservation & Payment Deadline for that issue. The AMTA-WA reserves the right to terminate this advertising agreement at any time for any reason solely by giving advertisers (15) days written notice of such cancellation.

Rate Policies

Advertising must be inserted within one publication/calendar year (Jan – Dec) of first insertion to qualify for 3-4x frequency discount rates. Advertising rates are subject to change. Should this become necessary, the AMTA-WA will notify contract advertisers 90 days prior to a rate change. All contracts accepted are subject to these conditions. Short rates will be issued, if, within the publication/calendar year, advertisers do not use contracted number of insertions.

Classified Ads

Classified ads are available at \$10 for up to 25 words for AMTA-WA members and \$25 for up to 25 words for non-members. Additional words are 25 cents each, up to a maximum of 50 words per ad. Submit classified ads by email to: office@amta-wa.org.

If email is not possible, mail classified ads to the payment address below. Classified ads are available on a space-available, first-come/first-served basis, and must be received with full payment by the Space Reservation deadline to be considered. Classified ad postings are also available on the Chapter website. For more information visit www.amta-wa.org.

Payment for classified ads is to be made by check or money order only and mailed to:
AMTA-WA, 9757 NE Juanita Drive, Suite 107, Kirkland, WA 98034

Editing Policy

The AMTA-WA reserves the right to edit materials where appropriate, accept or reject materials and reject copyrighted materials unless consent of copyright holder is obtained in writing.

Delivery Delay Policy

There is always a possibility that delays in mail delivery may occur once the *Washington Massage Journal* has been delivered to the post office. These delays are beyond the control of AMTA-WA. AMTA-WA assumes no responsibility, including any amount of lost revenue, for production/ mailing delays which may affect Issue Arrival Dates. Advertisers who wish to place ads with dated information that falls within a month of the scheduled Issue Arrival Date should be aware that AMTA-WA does not give refunds due to such a delay.

Contact Information

For more information about the AMTA-WA Washington *Massage Journal* advertising program, call Rial Marketing Communications at: (541) 317-4141 or email: jane@rialmarketing.com

Washington Massage Journal

2010 Display Advertising Agreement Contract

Advertiser's Name _____
 Address _____
 City/State/Zip _____
 Contact Person _____ Phone _____
 E-mail Address _____ Fax _____

Please sign me up for the following ad size & frequency. Call for availability: 541-317-4141.

- | | | |
|--|-------------------------------|-------------------------------|
| Four Color 2/3 page—outside back cover | <input type="checkbox"/> 1-2x | <input type="checkbox"/> 3-4x |
| Four Color full page inside front cover | <input type="checkbox"/> 1-2x | <input type="checkbox"/> 3-4x |
| Four Color 1/2 page inside back cover | <input type="checkbox"/> 1-2x | <input type="checkbox"/> 3-4x |
| Four Color full page inside | <input type="checkbox"/> 1-2x | <input type="checkbox"/> 3-4x |
| Four Color 1/2 page inside (horizontal) | <input type="checkbox"/> 1-2x | <input type="checkbox"/> 3-4x |
| Four Color 1/2 page inside (vertical) | <input type="checkbox"/> 1-2x | <input type="checkbox"/> 3-4x |
| Four Color 1/4 page inside | <input type="checkbox"/> 1-2x | <input type="checkbox"/> 3-4x |

Please reserve my ad space for the following issues: (circle)

Winter 2010 Spring 2010 Summer 2010 Fall 2010

I have read and accept the accompanying "Advertising Policies, Terms & Conditions."

Authorized Signature _____ **Date** _____

Please refer to the enclosed rate sheet and enter Total Payment

\$

Include check payable to AMTA- WA or credit card information.

___ Visa ___ MC Card # _____ Exp. Date _____

Print name as it appears on card _____

Signature _____

Step 1: Fax your completed contract to Rial Marketing Communications at **541-317-1434**

Step 2: Mail your completed contract and payment to:
AMTA-WA, 9757 NE Juanita Drive, Suite 107, Kirkland, WA 98034
 Tel: (425) 823-1347