

Specifications

Magazine/Journal Display Ads

Submission Guidelines

- **Mechanical Requirements and Print Ad Specifications:** AMA magazines and journals use computer to plate (CTP) technology. Advertising must be supplied in a digital format.
- **PDF Requirements:** It is recommended that ads be produced as PDF/X1a:2001 compliant files. Scanned images must be high-resolution (300 dpi). All color files must be CMYK and saved in TIFF or EPS format. (No spot colors, RGB, LAB or ICC color profiles will be accepted.) All fonts must be included; TrueType fonts are not acceptable.
- **Other Acceptable Formats:** Adobe InDesign (CS6 or CS5), provided all images and fonts are included; Adobe Photoshop and Illustrator (CS6 or CS5), provided all fonts are embedded or outlined, all images are 300 dpi and file is CMYK; high-resolution EPS, TIFF or JPEG files (CMYK). Files created using Adobe Creative Cloud should be saved down to CS6.
- **Unacceptable Formats:** Microsoft Publisher; word processing software such as Word or WordPerfect; presentation software such as PowerPoint.
- **Color Proofs:** Ads will be printed to SWOP standards. The printer/publisher will not be liable for color complaints.
- **Transport Media:** Files should be emailed in PDF format or through an FTP link or download. (Please limit email files to less than 10 MB.) Contact your account executive if you have production questions or need AMA's email or mailing address. Questions concerning your submission? Please contact Sally Schmitz at 312.542.9038 or sschmitz@ama.org.
- **AMA Commission and Payment Policies:** 15% of gross billing on advertising space, color and position is allowed to recognized agencies, provided invoice is paid within 30 days. Interest at 1.5% per month will be added to balances open after 30 days. No agency commission is allowed on production charges. Invoices are dated as of the issue date and are payable upon receipt. Ads from outside the United States must be prepaid in U.S. funds.

Adequate notice, prior to the closing date, is required to cancel any space commitment. Short rates and/or credits will be issued according to discounts actually earned. Rates, conditions and space units are subject to change at any time. Advertisers with written contracts are protected from any increase up to a maximum of three months after the effective date of the change.

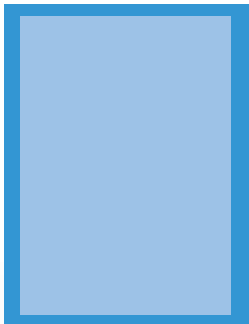
- **General Conditions:** By issuance of this media information and Rate Card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising published in the periodicals produced by the American Marketing Association, and by tendering of such insertion orders, the advertiser or advertising agency shall indemnify and hold publisher and its employees, agents and subcontractors blameless for any expenses, damages or costs (including attorney's fees) resulting from publisher's compliance with such insertion orders.
 - » Publisher reserves the right to reject any advertisement.
 - » Publisher reserves the right to add the word "Advertisement" to or reject advertising that simulates editorial.
 - » Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for the monies as they become due and payable to the publisher.
 - » Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conflict with its policies.
 - » Publisher will not be held liable for errors in key numbers.
 - » Publisher's liability for any error will not exceed the cost for the advertisement's space.
 - » Agency discounts are given only to recognized advertising agencies.
 - » All orders require an approved insertion order or contract.
 - » Ads cancelled after the space order deadline will be charged at 35% of the quoted price.
 - » All orders under \$1,000 require payment in full at the time the order is placed.

Magazine Display Ads

Specifications for Marketing News, Marketing Insights and Marketing Health Services

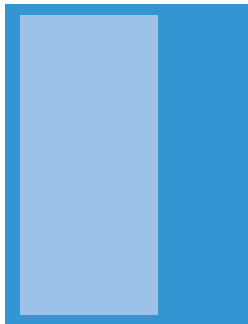
Dimensions

Choose from the following configurations (width x height):

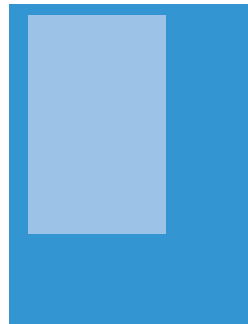


Full (with bleed)
8¹/₄" x 10³/₄"

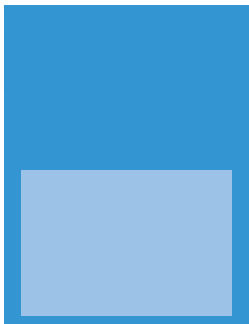
Full (no bleed)
6⁷/₈" x 9³/₄"



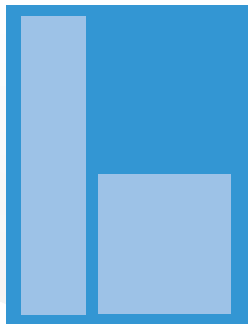
2/3 Page Vertical
4¹/₂" x 9¹/₂"



1/2 Page Vertical
4¹/₂" x 7¹/₈"

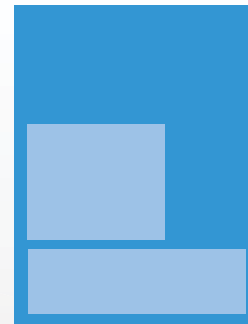


1/2 Page Horizontal
6⁷/₈" x 4⁵/₈"



1/3 Page Vertical
2¹/₈" x 9¹/₂"

1/3 Page Square
4¹/₂" x 4⁵/₈"



1/4 Page Horizontal
6⁷/₈" x 2³/₁₆"

1/4 Page Square
4¹/₂" x 3⁷/₁₆"

Questions?

Contact Sally Schmitz at sschmitz@ama.org or 312.542.9038

Trim Size

8" x 10¹/₂"

Spreads

Full spread:
15" x 9³/₄"

1/2 page spread:
15" x 4⁵/₈"

Allowance for Bleeds

Bleed ads should allow 1/8" minimum on all sides between live matter and trim. Crop marks must NOT be positioned within the live area.

Full page bleed size:
8¹/₄" x 10³/₄"

Full spread bleed size:
16¹/₄" x 10³/₄"

Binding, Printing and Paper

Marketing News

Binding: Perfect Binding
Printing: Web Offset
Paper: 60# Gloss Text

Marketing Insights and Marketing Health Services

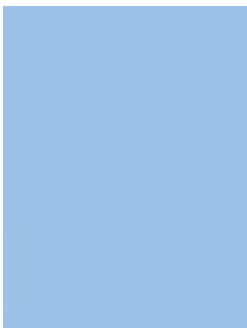
Binding: Saddle Stitched
Printing: Web Offset
Paper: 50# Gloss Text

Journal Display Ads

Specifications for All Journals

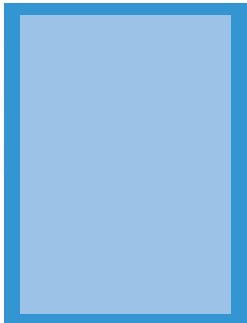
Dimensions

Choose from the following configurations (width x height):



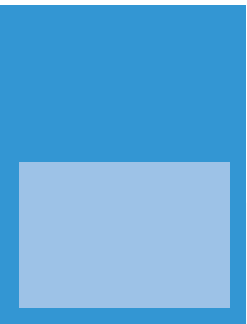
Full (with bleed)

8³/₄" x 11¹/₈"



Full (no bleed)

7" x 10"



1/2 Page Horizontal

7" x 5"

Trim Size

8¹/₂" x 10⁷/₈"

Spreads

Full spread:

16" x 10"

Full spread with bleeds:

17¹/₄" x 11¹/₈"

Binding

Perfect-bound

Premium Positions

Advertisements will be positioned at the discretion of the publisher unless a premium position is reserved. Premium pages are offered on a space-available basis, if not in conflict with editorial policy, at an additional charge of 10%.

Frequency Discounts

Advertising placed in an AMA print-based periodical may be combined with insertions in any other AMA print-based periodical to earn frequency discounts. To qualify, contracts must be in writing and insertion orders are required. Combination rates and frequency discounts are based on the number of insertions within 12 months from the date of the first insertion.

Questions?

Contact Sally Schmitz at sschmitz@ama.org or 312.542.9038

Banner Ads

■ Submission

Advertising files must be submitted to onlineads@ama.org at least 10 business days prior to scheduled run date. AMA will not guarantee that ad will begin on time if creative is not received 10 days prior to scheduled run date. No credit will be issued due to late submission.

Questions? Contact Sarah Fleming at sfleming@ama.org or 312.542.9097

■ Technical Requirements

Advertising must adhere to technical requirements listed below. Advertising submitted that does not meet AMA technical requirements will be returned. No credit given for delayed start due to ads submitted that do not meet technical requirements. AMA does not currently accept floating

or expandable/retractable advertising.

- Ad size: Leader board – 728 x 90 pixels; 1st position – 300 x 250 pixels
- Formats: GIF/JPEG/PNG
- Weight limits: 25K (AMA will return ads that exceed weight limit)
- 15 second animation limit
- URL to link ad to must be provided at time of submission.

Note: AMA does not accept Flash ads.

■ Usage Statistics

AMA makes no guarantee to any published numbers at any given time. Published numbers are based on average statistics and may fluctuate. AMA shall not be held liable for any claims as they relate to said usage statistics. AMA provides the advertiser with usage statistics only as a courtesy to the advertiser.

■ Status Reports

As a courtesy to the advertiser, AMA will provide a status report for each banner ad run. AMA does not and cannot make any representation or warranty with respect to usage statistics or levels of impressions or click-throughs for any advertisement.

■ Truth in Advertising/Indemnification for Liability

The advertiser is solely responsible for any liability arising out of or relating to the banner advertisement, and/or any material to which users can link through the banner advertisement. The advertiser represents and warrants that any information found on URLs hyperlinked from the banner advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, image, or other proprietary or confidential information or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity. The advertiser agrees to indemnify AMA and to hold AMA and its officers, directors, employees and agents harmless from any and all liability, loss, cost, damages, claims, or causes of action of any kind, including reasonable legal fees and expenses that may be incurred by AMA, arising out of or related to the advertiser's breach of any of the foregoing representations and warranties.

■ Cancellations

Orders may be cancelled, with no fee, 30 days prior to ad run date. Cancellations received 29-15 days prior to scheduled run date will be less a cancellation fee of 50% of total due. No refund or credit will be given if cancellation is received less than 15 days prior to scheduled run date. Fee will not be prorated should the advertiser decide to discontinue the display of the banner advertisement at any time prior to the end of a 30-day run. Monthly advertising programs will be subject to rebilling at the "short rate" according to the rate card earned frequency pricing.

E-Newsletter Ads

■ Submission

Advertising files must be submitted to onlineads@ama.org at least 10 business days prior to scheduled run date. AMA will not guarantee that ad will begin on time if creative is not received 10 days prior to scheduled run date. No credit will be issued due to late submission.

Questions? Contact Sarah Fleming at sfleming@ama.org or 312.542.9097

■ Technical Requirements

Advertising must adhere to technical requirements listed below. Advertising submitted that does not meet AMA technical requirements will be returned. No credit given for delayed start due to ads submitted that do not meet technical requirements.

- Ad sizes: 160 x 290 pixels or 468 x 60 pixels
- Formats: GIF/JPEG/PNG
- Weight limits: 25K (AMA will return ads that exceed weight limit)
- Static ads only
- URL to link ad to must be provided at time of submission.
- For text ad: Logo that is 90 x 90 pixels and 400 characters of text (includes spaces and punctuation) with URL link

■ Usage Statistics

AMA makes no guarantee to any published numbers at any given time. Published numbers are based on average statics and may fluctuate. AMA shall not be held liable for any claims as they relate to said usage statistics. AMA provides advertiser with usage statistics only as a courtesy to the advertiser.

■ Truth in Advertising/Indemnification for Liability

The Advertiser is solely responsible for any liability arising out of or relating to the Banner Advertisement, and/or any material to which users can link through the Banner Advertisement. The Advertiser represents and warrants that any information found on URLs hyperlinked from the Banner Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, image, or other proprietary or confidential information or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify AMA and to hold AMA and its officers, directors, employees and agents harmless from any and all liability, loss, cost, damages, claims, or causes of action of any kind, including reasonable legal fees and expenses that may be incurred by AMA, arising out of or related to Advertiser's breach of any of the foregoing representations and warranties.

■ Cancellations

Orders may be cancelled, with no fee, 30 days prior to ad run date. Cancellations received 29–15 days prior to scheduled run date will be less a cancellation fee of 50% of total due. No refund or credit will be given if cancellation is received less than 15 days prior to scheduled run date. Fee will not be prorated should the advertiser decide to discontinue the display of the banner advertisement at any time prior to the end of a 30-day run. Monthly advertising programs will be subject to rebilling at the "short rate" according to the rate card earned frequency pricing.