

# AFA Care Quarterly™

A publication of the Alzheimer's Foundation of America

## 2016 Advertising Rates & Specs

CIRCULATION: 250,000 READERSHIP: 750,000 - 1,000,000

AD STYLE	AD DIMENSIONS			RATE
	width	x	height	
<b>FULL PAGE</b> <i>*Bleed is available only on full page ads. <b>Bleed Size</b> 8.375" x 11.125" <b>Trim Size</b> 8.125" x 10.875" <b>Live area</b> 7.625" x 10.375"</i>	8.125"	x	10.875"	\$ 4,500
<b>HALF PAGE</b>				
■ vertical	3.75"	x	10.375"	\$ 2,500
■ horizontal	7.625"	x	5.125"	\$ 2,500
<b>QUARTER PAGE</b>				
■ vertical	3.75"	x	5.125"	\$ 1,500
■ horizontal	7.625"	x	2.5"	\$ 1,500
<b>PRODUCT SHOWCASE</b> <i>Six lines of descriptive copy and a photo describing your product or service</i>	3.625"	x	2.125"	\$ 500
<b>PREFERRED POSITIONS</b>	8.125"	x	10.875"	
<i>Back Cover</i>				\$ 9,000
<i>Inside front cover (Cover 2)</i>				\$ 7,500
<i>Inside back cover (Cover 3)</i>				\$ 7,500
<b>FILE FORMAT</b>				
■ Advertisements must be submitted as either flattened .eps files or PDF (at least 300 DPI) with embedded fonts.				
■ The sizes above show the exact dimensions to run in the area reserved by the client.				
■ Changes made to ads once submitted are subject to a penalty fee.				
■ Ad design is available for an additional cost.				

## AD DEADLINES

**Winter 2016 / Available Late January 2016**

*Issue Closing & Materials Due Date:*  
December 14, 2015

**Spring 2016 / Available Late April 2016**

*Issue Closing & Materials Due Date:*  
February 15, 2016

**Summer 2016 / Available Late July 2016**

*Issue Closing & Materials Due Date:*  
May 16, 2016

**Fall 2016 / Available Late October 2016**

*Issue Closing & Materials Due Date:*  
August 15, 2016

## FOR MORE INFORMATION, CONTACT

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