



The template files include 4 options for the setup of the false cover:

- White masthead for a dark background with the mailing panel
- Black masthead for a light background with the mailing panel
- White masthead for a dark background without the mailing panel
- Black masthead for a light background without the mailing panel

The *Trends magazine* masthead must be included and cannot be moved or edited. The artwork must also accommodate the mailing label, unless the issue will be polybagged. InDesign and PDF templates will be provided.

Trim size: 8.375" x 10.875" plus 0.125" bleed

Live area: 7.375" x 9.875" (0.5" from edges)

Mailing label: 3.75" x 1.625"
0.5" from right edge
0.25" from bottom edge

Ad materials preparation

Please use the provided template file

File format	Packaged InDesign files (with fonts and images); include PDF with bleed and crop marks; transparency flattened
Color mode	CMYK or grayscale; SWOP standards apply; do not embed ICC profiles
Image resolution	300 dpi (minimum)
Total Area Coverage	TAC should not exceed 320% for the darkest area of an image
Fonts	OpenType or PostScript only
Binding loss	0.25" on right edge of the back side
Line width minimum	0.25 pt thick

Ad calendar

Issue	Insertions	Art materials	Mail date	Issue	Insertions	Art materials	Mail date
Jan.	1/20/18	1/28/18	12/20/18	July	5/22/19	5/29/19	6/20/19
Feb.	12/26/18	1/2/19	1/24/19	Aug.	6/26/19	7/2/19	7/25/19
Mar.	1/23/19	1/29/19	2/20/19	Sept.	7/24/19	7/30/19	8/21/19
Apr.	2/21/19	2/27/19	3/21/19	Oct.	8/28/19	9/4/19	9/26/19
May	3/28/19	4/3/19	4/25/19	Nov.	9/26/19	10/2/19	10/24/19
June	4/25/19	5/1/19	5/23/19	Dec.	10/24/19	10/30/19	11/21/19

File submission

Upload: aaha.org/upload

Email: aahaadvertising@aaha.org

Send insertion orders and inquiries to

Stephanie Pates
National Sales Manager
866-450-2828
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Jennifer Beierle
Advertising Specialist
720-963-4439
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Derek Nagy
Advertising and Sales Coordinator
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Creative assistance

creative@aaha.org

Packages

Design an advertising package as unique as your business. Customized packages are an ideal way to reach AAHA members across multiple platforms and give your products or services the exposure they deserve.

Publication details

Trim size 8.375" x 10.875"
Printing web offset
Binding perfect bind
Frequency monthly
Circulation 31,000

Agency commission Commission to recognized advertising agencies is 15% (not applicable to development charges). Commissions are allowed only on invoices paid within 30 days.

Acceptance of advertising All advertisements are subject to AAHA's approval and AAHA reserves the right, in its sole discretion, to refuse to accept any advertising and/or to cancel, remove, discontinue, or withdraw approval of any advertising after its publication or appearance. In the event that AAHA exercises this right, it will notify the advertiser and adjust the final billing to reflect any time the advertising did not appear.

Liability Notwithstanding to whom bills are rendered, Advertisers, Agency, and Service, jointly and severally shall remain obligated to pay AAHA the amount of any bills rendered by AAHA within the time specified and until payment in full is received by AAHA. Payment by Advertiser to Agency or to Service, or payment by Agency to Service shall not constitute payment to AAHA.