

Advertising	1x	3x	6x	8x	12x
Full spread 16.75" x 10.875"	\$8,825 bw: \$4,675	\$8,275 bw: \$4,375	\$7,825 bw: \$4,125	\$7,450 bw: \$3,925	\$7,075 bw: \$3,725
Full page 8.375" x 10.875"	\$4,450 bw: \$2,350	\$4,175 bw: \$2,200	\$3,950 bw: \$2,075	\$3,750 bw: \$1,975	\$3,575 bw: \$1,875
Premium position*	\$4,550				
1/2 page horizontal 7.875" x 5"	\$3,000 bw: \$1,575	\$2,800 bw: \$1,475	\$2,625 bw: \$1,375	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225
1/2 page vertical 3.75" x 10.375"	\$3,000 bw: \$1,575	\$2,800 bw: \$1,475	\$2,625 bw: \$1,375	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225
2/3 page vertical 5" x 10.375"	\$2,425 bw: \$1,275	\$2,275 bw: \$1,200	\$2,150 bw: \$1,125	\$2,050 bw: \$1,075	\$1,950 bw: \$1,025
1/3 page vertical 2.625" x 10.375"	\$3,750 bw: \$1,975	\$3,500 bw: \$1,825	\$3,300 bw: \$1,725	\$3,150 bw: \$1,650	\$3,000 bw: \$1,575
1/4 page vertical 3.75" x 5"	\$2,650 bw: \$1,400	\$2,475 bw: \$1,300	\$2,325 bw: \$1,225	\$2,225 bw: \$1,175	\$2,125 bw: \$1,125
1/6 page vertical 2.625" x 5"	\$1,600 bw: \$850	\$1,500 bw: \$800	\$1,400 bw: \$750	\$1,325 bw: \$700	\$1,250 bw: \$650
Market Connect 3.5" x 2"	\$850				

All sizes are width by height in inches.

*Premium position includes inside front cover, inside back cover, or back cover full page ad.

Covers	31,000	+1,000	Details
False cover, 1-page	\$5,650	\$100	Removable; tip-on; one-sided
False cover, 2-page	\$6,275	\$100	Removable; tip-on; double-sided
Gatefold	\$7,050	\$105	Bind-in
Zgate	\$9,100	\$130	Bind-in
French door	\$11,400	\$155	Bind-in

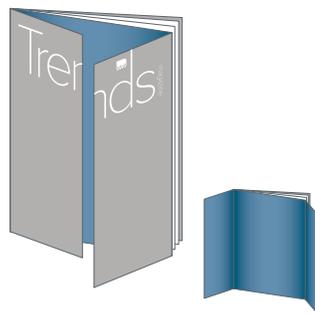
All options are 4-color process on 119# gloss.



False cover



Zgate



French door

Gatefold: Cover opens to the right and folds out to reveal additional pages.

Zgate: Cover opens from the left to reveal an additional two-page spread.

French door: Cover opens up from the middle to reveal your advertising message underneath.

File submission

Upload: aaha.org/upload

Email: aahaadvertising@aaha.org

Send insertion orders and inquiries to

Stephanie Pates
National Sales Manager
866-450-2828
stephanie.pates@aaha.org

Jennifer Beierle
Advertising Specialist
720-963-4439
jennifer.beierle@aaha.org

Derek Nagy
Advertising and Sales Coordinator
720-963-4435
derek.nagy@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.

Inserts	31,000	+1,000	Details
2-page insert add vertical perf	\$2,925 \$375	\$50	Bind-in Removable; perforated
4-page insert	\$3,450	\$50	Bind-in
4-page gatefold Perf-out poster add	\$3,950 \$375	\$55	Bind-in Removable; perforated
8-page insert	\$4,475	\$65	Bind-in
8-page poster	\$8,250	\$65	Removable; tip-on; quarter-fold
8-page Quad/aLog	\$8,500	\$80	Removable; tip-on
12-page magnastrap	\$11,325	\$235	Removable; saddle-stitched
16-page insert	\$8,750	\$130	Bind-in
24-page magnastrap	\$14,425	\$285	Removable; saddle-stitched

4-color process on 70# gloss coated. Maximum trim size 8.375" x 10.875". Call for size options.

Belly bands	31,000	+1,000	Details
18.5" x 5"	\$6,050	\$130	One-sided

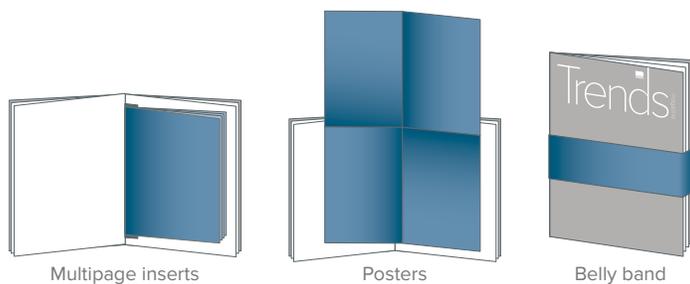
4-color process on 80# gloss coated.

Polybagging	31,000	+1,000	Details
Up to 15 pages	\$3,750	\$105	Additional postage costs will apply
16-48 pages	\$3,975	\$125	Additional postage costs will apply

Onserts must be machinable and pre-approved. Maximum trim size 8.375" x 10.875".

Postcards	31,000	+1,000	Details
5" x 7" card Perf bind-in	\$2,800 \$3,150	\$30 \$35	Blow-in or bind-in Removable; perforated
6" x 7" card Perf bind-in	\$2,875 \$3,225	\$30 \$35	Blow-in or bind-in Removable; perforated

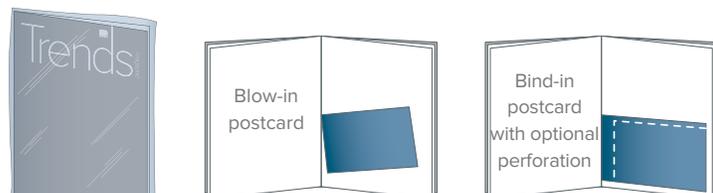
4-color process on 100# gloss coated.



Multipage inserts

Posters

Belly band



Polybag

Blow-in
postcard

Bind-in
postcard
with optional
perforation

Tip-on: Attached with removable glue.

Bind-in: Affixed directly to the magazine binding.

Blow-in: Loosely inserted between pages.

Magnastrap: Removable saddle-stitched insert with tip-on strip bound into the magazine. Available in a variety of sizes and page counts.

Quad/aLog: Removable mini-booklet with tip-on strip bound into the magazine. Available in a variety of sizes and page counts.

File submission

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Email: aahaadvertising@aaha.org

Send insertion orders and inquiries to

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