

Size		Bleed trim size	Nonbleed trim size
Full page		8.375" x 10.875" plus 0.125" bleed: 8.625" x 11.125"	7.875" x 10.375"
Full spread		16.75" x 10.875" plus 0.125" bleed: 17" x 11.125"	16.25" x 10.375"
1/2 page horizontal		8.375" x 5.4375" plus 0.125" bleed: 8.625" x 5.6875"	7.875" x 5"
1/2 page vertical		4.1875" x 10.875" plus 0.125" bleed: 4.4375" x 11.125"	3.75" x 10.375"
2/3 page		5.5" x 10.875" plus 0.125" bleed: 5.75" x 11.125"	5" x 10.375"
1/3 page		2.9375" x 10.875" plus 0.125" bleed: 3.1875" x 11.125"	2.625" x 10.375"
1/4 page			3.75" x 5"
1/6 page			2.625" x 5"
Market Connect			3.5" x 2"

All sizes are width by height in inches. Please designate whether your ad is designed for a left- or right-hand page (position not guaranteed unless confirmed). Bleed must be included on all sides.

Ad material preparation

Trim size	8.375" x 10.875"
Live area	0.25" from trim
Bleed	0.125" beyond trim
Gutter loss	0.125"
Line width minimum	0.25 pt thick
File format	PDF with bleed and crop marks; transparency flattened Other acceptable formats include Adobe InDesign®, EPS®, TIF
Color mode	CMYK or grayscale; SWOP standards apply; do not embed ICC profiles
Image resolution	300 dpi (minimum)
Fonts	OpenType or PostScript only
Total Area Coverage	TAC should not exceed 320% for the darkest area of an image
False cover	Request the template file

*Package with fonts and images and compress to zip file.

*Convert text to outlines for Adobe Illustrator files before submission.

Ad calendar

Issue	Insertions	Art materials	Mail date	Issue	Insertions	Art materials	Mail date
Jan.	11/20/18	11/28/18	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
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

Creative assistance

creative@aaha.org

Publication details

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

Optional: Press color proof

Quad/Graphics, Inc.
Attn: Stacey Herman
555 S. 108th Street
West Allis, WI 53214

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.