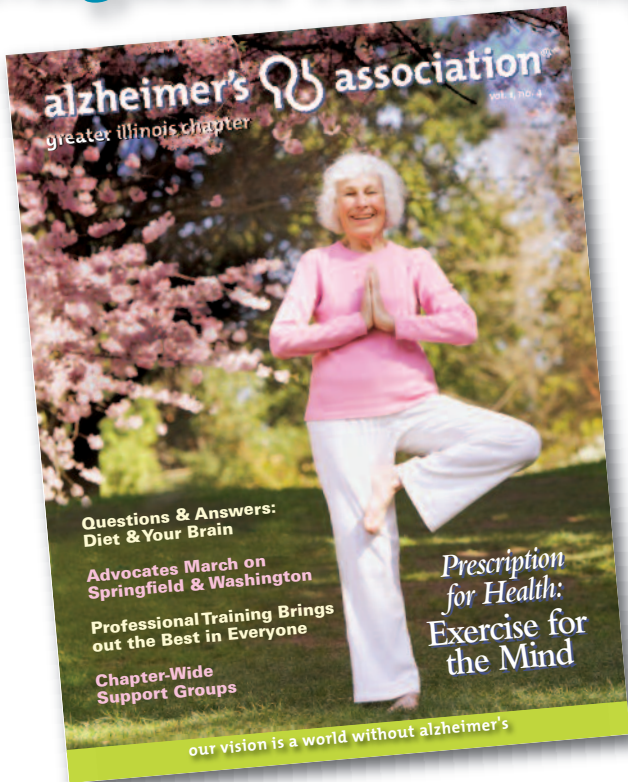


# Magazine Advertising Rates & Specifications



The Alzheimer's Association – Greater Illinois Chapter Magazine is published quarterly for our donors, volunteers, advocates and friends in the Alzheimer community.

By advertising in our magazine, you reach people who are very interested in products and services for the Alzheimer community. 5,000 magazines are distributed through mail to donors, at chapter offices, workshops, seminars and other community events coordinated by our staff throughout the state of Illinois.

Please contact **Nancy Rainwater** for information at **847.324.0373** or **nancy.rainwater@alz.org**.

**alzheimer's association greater illinois chapter**

8430 West Bryn Mawr Avenue, Suite 800, Chicago, Illinois 60631  
847.324.0373 • [www.alz.org/illinois](http://www.alz.org/illinois)

Ad rates and specifications are effective as of June 1, 2009, and are subject to change at the publisher's discretion. All advertising is subject to acceptance upon approval of the publisher as space permits. All cancellations must be made in writing before the material is due.  
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## Advertising Rates:

	1 x	4 x (1 Year) each
<b>Full-Page Vertical Ad with Bleed:</b> <i>Live Area:</i> 7.5"w x 10"h <i>Page Trim:</i> 8.5"w x 11"h <i>Page Bleed:</i> 9"w x 11.25"h <i>Inside front cover or inside back cover</i>		
	\$ 1,700.00	\$ 1,400.00
<b>Full-Page Vertical Ad:</b> 7.5"w x 10"h	\$ 1,500.00	\$ 1,200.00
<b>Two-Thirds Page Vertical Ad:</b> 4.937"w x 10"h	\$ 1,250.00	\$ 1,000.00
<b>One-Third Page Vertical Ad:</b> 2.345"w x 10"h	\$ 800.00	\$ 550.00
<b>One-Half Page Vertical Ad:</b> 3.644"w x 10"h	\$ 950.00	\$ 700.00
<b>One-Half Page Horizontal Ad:</b> 7.5"w x 4.875"h	\$ 950.00	\$ 700.00
<b>One-Quarter Page Vertical Ad:</b> 3.644"w x 4.875"h	\$ 650.00	\$ 400.00
<b>One-Quarter Page Horizontal Ad:</b> 7.5"w x 2.375"h	\$ 650.00	\$ 400.00
<b>Business Card Horizontal Ad:</b> 3.5"w x 2"h	\$ 300.00	\$ 200.00

## Magazine Deadlines:

Issue	Advertising Deadline	Mail
Summer	6/19/2009	7/31/2009
Fall	9/18/2009	10/30/2009
Winter	12/11/2009	1/29/2010
Spring	3/15/2010	4/30/2010

**our mission:** To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

## Technical Specifications:

This magazine prints computer-to-plate in **four-color process** (no spot colors). We do not accept film since the printing process is entirely digital.

**Please provide print-ready art in the following formats only:**

- **High-Resolution PDF:** Save the document as a high-resolution PDF (prefer PDF/X-1a:2001 if possible) with 300 dpi images, embedded fonts and corner trim marks.
- **Quark XPress v.7.5 for Macintosh:** All colors should be converted to CMYK. Collect the Quark document, including all fonts and linked files. (We are unable to accept Quark XPress v.8 files at this time — please downsave to v.7)
- **Adobe Illustrator v.CS2:** All colors should be converted to CMYK. Convert all fonts to outline paths (including fonts in any linked files). (We are unable to accept newer version files at this time — please downsave to v.CS2)

We are unable to accept ads created directly in Adobe InDesign, Microsoft Word, Excel, PowerPoint, Publisher or other page layout programs, unless they have been converted to PDF format with the specifications noted above.

Submit files on industry-standard digital media, such as a CD-ROM or DVD. Any files compressed with an application such as Stuffit should be saved as a self-extracting archive.

Please supply the name and phone number or email address of a contact person in case any problems are encountered when processing your files.

## Shipping Address for CD-ROMs & DVDs:

Alzheimer's Association – Greater Illinois Chapter  
 8430 West Bryn Mawr Avenue, Suite 800  
 Chicago, Illinois 60631  
 Attention: Nancy Rainwater (phone 847.324.0373)

## Send digital ad files via e-mail to:

mjbugler@comcast.net

## Ad Creation Services:

**If you do not have print-ready art and would like us to create an ad for you:**

- **You must provide** your ad text, high-resolution photos (preferably high-resolution JPG format), a good-quality logo (preferably in high-resolution digital JPG, TIF, EPS or PDF format), and contact information. We will design your ad, provide a proof for your review before printing, and provide a final high-resolution PDF for your archives. The fee for this service will be \$75 per hour, which will be in addition to the cost of the ad space.

**Ad Sizes:** The trim size of this magazine is 8.5"w x 11"h. The pages have one-half inch margins on all four edges. No charge for bleed.

The diagram illustrates the layout of a page with a total width of 8.5 inches and a height of 11 inches. It shows the following ad sizes and their dimensions:

- Full-Page Vertical Ad:** 7.5"w x 10"h
- Live Area:** 7.5"w x 10"h
- Page Trim:** 8.5"w x 11"h
- Page Bleed:** 9"w x 11.25"h
- Business Card Ad:** 3.5"w x 2"h
- One-Quarter Page Vertical Ad:** 3.644"w x 4.875"h
- One-Half Page Vertical Ad:** 3.644"w x 10"h
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