



# A<sub>2</sub>Zzz RATE CARD

The Official Publication of the  
American Association of Sleep Technologists

## EDITORIAL

A<sub>2</sub>Zzz presents educational information for the professional development of sleep technologists and sleep technicians who assist in the evaluation and follow-up care of patients with sleep disorders. Topics covered include polysomnography, diagnostic portable monitoring, the multiple sleep latency test and maintenance of wakefulness test, pulse oximetry, actigraphy, the recognition and scoring of recorded events, positive airway pressure therapy, obstructive sleep apnea and other sleep disorders, the physiology of normal sleep, and sleep center management.

## ORGANIZATION AFFILIATION

Official publication of the American Association of Sleep Technologists (AAST).

## ESTABLISHED

1978

## CIRCULATION

4,800 +

## AUDIENCE

Sleep technologists, sleep technicians, sleep center managers, home care market, and allied health professionals.

## DELIVERY

Digital

## CONTINUING EDUCATION

Credits are available in each issue.

## ISSUANCE

Quarterly

## CLOSINGS

- All cancellations must be received by the publisher in writing, via e-mail or fax by the ad space closing deadline.
- Dates subject to change.

## 2012 PUBLICATION SCHEDULE

| Volume/<br>(Issue) | Publication<br>Date | Ad Space<br>Closing | Ad Materials<br>Deadline |
|--------------------|---------------------|---------------------|--------------------------|
| 21 (1)             | 3/1/12              | 2/15/12             | 2/20/12                  |
| 21 (2)             | 6/1/12              | 5/15/12             | 5/18/12                  |
| 21 (3)             | 9/1/12              | 8/15/12             | 8/20/12                  |
| 21 (4)             | 12/1/12             | 11/15/12            | 11/20/12                 |

## OTHER SERVICES TO ADVERTISERS

- Editorial Reprints
- Mailing List Rental

## POLICY ON PLACEMENT OF ADVERTISING

Premium position advertisements are placed based on insertion. Run-of-book advertisements are interspersed throughout the journal. Every attempt is made to rotate the run-of-book ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

## ADVERTISING RATES - INCLUDES 4 COLOR

| NUMBER OF INSERTIONS | 1       | 2       | 3       | 4+      |
|----------------------|---------|---------|---------|---------|
| Full-Page            | \$1,200 | \$1,150 | \$1,100 | \$1,000 |
| Half Page            | \$850   | \$800   | \$750   | \$700   |
| Quarter Page         | \$500   | \$475   | \$450   | \$400   |

## PREMIUM RATES

|                             |         |
|-----------------------------|---------|
| Outside Back Cover          | \$1,400 |
| Inside Front Cover          | \$1,400 |
| Inside Back Cover           | \$1,400 |
| Opposite Inside Front Cover | \$1,400 |
| Opposite Table of Contents  | \$1,400 |
| Opposite Masthead           | \$1,400 |

## PREMIUM POSITIONS

Premium positions are full-page, four-color ads committed for 4 issues. Advertisers in the premium positions have the first right of refusal for the next volume year. Premiums are charged on one page of ad unit when multiple page units are acceptable.

## CLASSIFIED/RECRUITMENT ADVERTISING

**Word Classified:** \$150 for 60 words or less; \$1.25 for each additional word over 60. All word classified ads must be prepaid at the time of order.

**Display Classified:** Start at 1/4-page and up. Refer to A<sub>2</sub>Zzz's advertising prices. *Agency discounts do not apply to classified advertisements.*

## EARNED RATES

Each ad unit will count as one insertion. Rates are based on the total units earned during the 2012 volume year. Each run-of-book ad, insert, spread or multi-page ad and premium position ad unit count as one insertion. Each fractional page, regardless of size, counts as one insertion. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

## FREQUENCY DISCOUNT

If the number of insertions contracted for are not used within the 2012 volume year, the advertiser will be short-rated. Advertisers will be rebated if, within the 2012 volume year, they have used sufficient additional insertions to earn a lower rate than which they had been billed. Advertisers not on a multiple insertion contract will be billed at the 1x rate. Frequency discounts will apply as such frequencies are actually earned, but will not be retroactively applied. Complimentary ads do not count toward frequency discounts.

## AGENCY DISCOUNT

An agency discount of 15% of gross billing for space and color charges will be allowed for recognized agencies, provided invoice is paid within 30 days of receipt. This discount does not apply to word/display classified ads or any other charges.

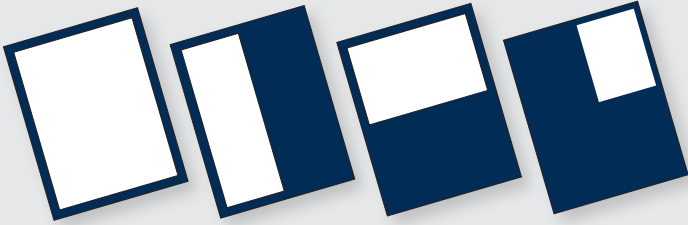
## DUAL RESPONSIBILITY

Advertisers agree to accept "dual responsibility" for payment to the publisher if the advertiser's agency does not remit payment within 30 days of the invoice date.

## INVOICES AND TEAR SHEETS

Tear sheets will be sent with invoices to the agency billing department. Requests for additional tear sheets must be made by contacting the AAST advertising department.

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## MECHANICAL SPECIFICATIONS

| Page Size         | Non-Bleed (WxD) | Bleed (WxD)    |
|-------------------|-----------------|----------------|
| Full-Page         | 7.0" x 10"      | 8.75" x 11.25" |
| ½-Page Vertical   | 3.375" x 10"    | Non-bleed only |
| ½-Page Horizontal | 7.0" x 4.875"   | Non-bleed only |
| ¼-Page            | 3.375" x 4.875" | Non-bleed only |

**Halftone Screen:** 133 lpi

*Keep live matter 0.25" from trim edges • Publication trim size - 8.5"x11"*

## DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the publisher's insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

## DELIVERY OF PRODUCTION MATERIALS

American Association of Sleep Technologists  
Attn: Advertising Department  
2510 North Frontage Road  
Darien, IL 60561-1511  
•aastads@aastweb.org

## DIGITAL DATA

**File Formats:** Preferred format is PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3 (Acrobat4); PDF/X-1a; EPS; TIFF. All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi.

**Page Layout:** Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 0.125" bleed on all sides. Keep live matter 0.25" from trim edges. Crop marks and SWOP color bars must be included, position 0.50" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

**Color Space:** All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Spot Colors are to be identified using the standard Pantone naming convention. PMS colors will be converted to process unless otherwise specified.

**Media/Delivery:** CD-ROM/ISO-9660 Format or DVD. Attach printout of CD contents. *All media must be labeled with the following:* Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number.

**Proofs:** All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit [www.swop.org/certification/](http://www.swop.org/certification/). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. We cannot guarantee color match unless acceptable proof is provided.

## ACCEPTANCE OF ADVERTISING

- Acceptance of all advertising is subject to review and approval by the AAST.
- Ads that have not previously appeared in any AAST publications must be submitted for approval at least two weeks prior to the ad space closing. In light of the great effort a manufacturer may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form.
- Promotion of products, meetings and services that compete directly with those offered by the AAST and its affiliates is generally prohibited.
- All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.
- The inclusion of an advertisement in AAST publications is not to be construed or publicized as an endorsement or approval by the AAST, nor may the advertiser promote that its advertising claims are approved or endorsed by the AAST.
- Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. The AAST reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion. Advertorials are prohibited.
- The AAST reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that the AAST determines could adversely affect the good will or reputation of the AAST or its affiliates.
- Advertisements that conflict or have the appearance of conflicting with AAST policy are prohibited.
- For a full description of A<sub>2</sub>Zzz's advertising policies please refer to [www.aastweb.org/advertising.asp](http://www.aastweb.org/advertising.asp).

## GENERAL GUIDELINES

- Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, the AAST will run a house advertisement and advertiser will be responsible for the cost of your original insertion order.
- The AAST reserves the right to change its advertising policies at any time.

## LIMITATIONS OF LIABILITY

- The advertiser agrees to indemnify and hold harmless the AAST for all damages, costs, expenses of any nature including court costs and legal fees, for which the AAST may become liable by reason of its publication of the advertiser's advertisement.
- The AAST is not responsible for incorrect ad materials run when ad materials or instructions are not received by the ad material deadline.
- The AAST is not responsible for ad placements near competing products unless an agreement has been made in writing between the AAST and advertiser prior.
- The AAST will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the advertiser, when such condition conflicts with any provision in this rate card or with the AAST's policy.
- For a full description of A<sub>2</sub>Zzz's limitations of liability please refer to [www.aastweb.org/advertising.asp](http://www.aastweb.org/advertising.asp).