

A<sub>2</sub>Zzz is the official publication of AAST and is published quarterly and delivered in a downloadable PDF format, A<sub>2</sub>Zzz contains editorials, lessons, research and news from the AAST and leaders from the sleep industry.

## 2018 TOPIC PREVIEW

### Q1: What's Ahead: A Look at Trends that Will Shape the Future of Sleep

- Medication and Sleep
- Sedation in the Sleep Lab
- Dental sleep medicine
- CPAP: What You Should Know Now

### Q2: Partnering Up: Examining New Relationships for Sleep Professionals

- Alternative Sleep Apnea Treatment Options
- Dental Sleep Apnea Treatment Devices: What's the true value?
- Emerging technology: A look at new apps, devices and other technology impacting the future of sleep

### Q3: Up and Comers: Get to Know the New Sleep Professionals

- Risk Analysis Update
- Emergent Use of O2 and Split

### Q4: Excellence in Education: New Ways to Stay Up-to-Date

- Opioids and Hypoventilation
- New policies and procedures to be aware of in 2019

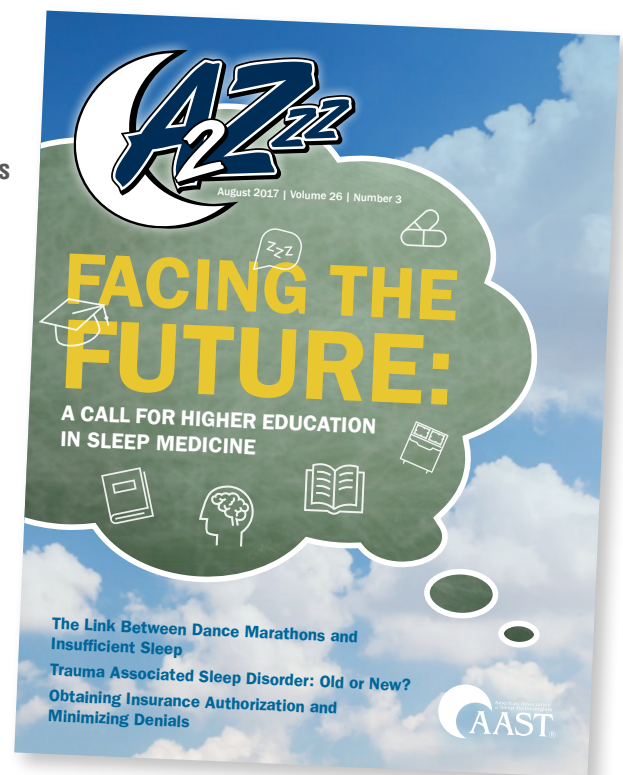
## DISTRIBUTION DETAILS

**Circulation:** 4,400 AAST members

**Delivery:** Digital PDF

**Issuance:** Quarterly

**Audience Reach:** Sleep Technologists, Sleep Managers, Sleep Health Educators, Sleep Program Ancillary Staff, Academic Program Director/Program Faculty, Treatment Support Specialists, Physicians, Nurses/Nurse Practitioners



## 2018 PUBLICATION SCHEDULE

Issue	Ad Materials and Payment Deadline	Publication Date
Quarter 1	February 15, 2018	March 1, 2018
Quarter 2	May 17, 2018	May 31, 2018
Quarter 3	August 16, 2018	August 30, 2018
Quarter 4	November 15, 2018	November 29, 2018

# A2Zzz RATE CARD



## RUN-OF-BOOK ADVERTISING RATES AND SPECIFICATIONS

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.

Insertion	Specifications	Rates per issue			
		1 issue	2 issues	3 issues	4 issues
Full Page	8.5" x 11"	\$1,200	\$1,100	\$1,000	\$900
Half Page (Horizontal)	7.5" x 4.75"	\$850	\$800	\$750	\$700
Half Page (Vertical)	3.5" x 10"	\$850	\$800	\$750	\$700
Quarter Page	3.5" x 4.75"	\$500	\$475	\$450	\$425

## FULL PAGE PREMIUM POSITION ADVERTISING RATES AND SPECIFICATIONS

Premium positions are full-page, color ads. Advertisers who have secured premium positions for all four issues have the first right of refusal for the next volume year. Premium position advertisements are placed based on insertion.

Position	Rates per issue			
	1 issue	2 issues	3 issues	4 issues
Inside Front Cover	\$1,400	\$1,300	\$1,200	\$1,100
Opposite Inside Front Cover	\$1,200	\$1,150	\$1,100	\$1,000
Opposite Table of Contents	\$1,200	\$1,150	\$1,100	\$1,000
Opposite Masthead	\$1,200	\$1,150	\$1,100	\$1,000
Inside Back Cover	\$1,400	\$1,300	\$1,200	\$1,100
Back Cover	\$1,400	\$1,300	\$1,200	\$1,100

## DISTRIBUTION EMAIL BANNER AD RATES AND SPECIFICATIONS

Email banner ad to be included within the email distributing A<sub>2</sub>Zzz.

Rates per issue			
1 issue	2 issues	3 issues	4 issues
\$1,500	\$1,400	\$1,300	\$1,200

Specs
600 pixels x 100 pixels

## CLASSIFIED AD RATES

Classified ad of up to 75 words promoting your company within an issue of A<sub>2</sub>Zzz.

Rate per issue
\$175