

# ASIA Advertising Rates

All rates effective through December 31, 2016

All ads will be sold and placed on a first come, first serve basis. All rates are net.

## 2016 Membership Directory

**Ad Sizes:** All ads must be full page with the dimensions of 4 1/2 inches by 7 inches. Negatives or camera-ready art are preferred.

<u>Ad Rates:</u>	<u>Member Rate</u>	<u>Non-Member Rate</u>
Back Cover	\$800.00	\$900.00
Inside Front Cover	\$550.00	\$650.00
Inside Back Cover	\$550.00	\$650.00
Full Page	\$350.00	\$450.00
Half Page	\$250.00	\$350.00
Section Divider (Full Page Tab)	\$450.00	\$550.00 - (5 available)

**Closing Date:** All insertion orders and artwork must be received by February 15th. Publication date for the Membership Directory is March 2015.

## The Alabama Self-Insurer Newsletter

<u>Ad Rates Per Insertion/Issue:</u>	<u>1X</u>	<u>2X</u>	<u>3X</u>
Full Page	\$600.00	\$580.00	\$570.00
1/2 Page	\$300.00	\$290.00	\$280.00
1/4 Page	\$250.00	\$240.00	\$230.00
Back Cover (1/2 page, Color)	\$650.00 per issue		

**These rates are member rates - non-members please add \$200.00 to each price.**

<b>Publication Dates:</b>	Winter - January/February 2016
	Summer - June/July 2016
	Fall - September/October 2016

**Closing Date:** All insertion orders and artwork must be received by the 1st of the month prior to the month of that issue. On multiple ad contracts, if the advertiser fails to supply new or changed copy by the closing date, the publisher is authorized to repeat the last advertisement.

<u>Mechanical Requirements:</u>	<u>Ad sizes:</u>	<u>Width-Depth</u>
Preferred Material: Negatives or Camera-ready art	Full Page	7" X 9-1/2"
Trim size: 8-1/2" X 11"	1/2 Page	7" X 5"
Bleed Page: 8-5/8" X 11-1/4"	1/4 Page	3-1/2" X 4-3/4"
Line Screen: 150		