

# ASIA Advertising Rates

All rates effective through December 31, 2009

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

## 2010 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                      | \$780.00           | \$880.00                 |
| Inside Front Cover              | \$530.00           | \$630.00                 |
| Inside Back Cover               | \$530.00           | \$630.00                 |
| Full Page                       | \$330.00           | \$430.00                 |
| Half Page                       | \$230.00           | \$330.00                 |
| Business Card Size              | \$130.00           | \$230.00                 |
| Section Divider (Full Page Tab) | \$430.00           | \$530.00 - (5 available) |

Closing Date: All insertion orders and artwork must be received by February 15th. Publication date for the Membership Directory is March 2010.

## The Alabama Self-Insurer Newsletter

| <u>Ad Rates Per Insertion/Issue:</u> | <u>1X</u>  | <u>2X</u> | <u>3X</u> | <u>4X</u> |
|--------------------------------------|--|-----------|-----------|-----------|
| Full Page (Black & White)            | \$360.00   | \$350.00  | \$340.00  | \$330.00  |
| 1/2 Page (Black & White)             | \$250.00   | \$240.00  | \$230.00  | \$220.00  |
| 1/4 Page (Black & White)             | \$200.00   | \$190.00  | \$180.00  | \$150.00  |
| Back Cover (1/2 page)                | \$580.00 per issue   |           |           |           |
| Insert                               | \$430.00 per issue, must provide actual pre-printed insert |           |           |           |
| Full Page (Color)                    | \$575.00   | \$565.00  | \$555.00  | \$545.00  |
| Back Cover (Color)                   | \$650.00 per issue   |           |           |           |
| Insert (Color)                       | \$500.00 per issue, must provide actual pre-printed insert |           |           |           |

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

Publication Dates:  
Spring - March 2010  
Summer - June 2010  
Fall - September 2010  
Winter - December 2010

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.

Mechanical Requirements:  
Preferred Material: Negatives or Camera-ready art  
Trim size: 8-1/2" X 11"  
Bleed Page: 8-5/8" X 11-1/4"  
Line Screen: 150

Ad sizes:  
Full Page 7" X 9-1/2"  
1/2 Page 7" X 5"  
1/4 Page 3-1/2" X 4-3/4"