2012 AALAS AD RATES

advertising opportunities

For descriptions, target audiences, and other demographic information on these publications, please see http://www.aalas.org/resources/advertising.asp. See back cover for submission requirements.

Journal of the American Association for Laboratory Animal Science (JAALAS)

Circulation: Approx. 5,500.

Audience: Animal care supervisors, managers, technicians, technologists, veterinarians, faculty, and researchers in colleges, universities, pharmaceutical companies, government and private research laboratories, veterinary and medical schools, and animal hospitals.

Closing Dates

	Space	Materials
Jan	Nov 1	Nov 15
Mar	Jan 1	Jan 15
May	Mar 1	Mar 15
Jul	May 1	May 15
Sep	Jul 1	Jul 15
Nov	Sep 1	Sep 15

Comparative Medicine

Circulation: Approx. 3,000.

Audience: Veterinarians, senior scientists, faculty, and researchers in colleges and universities, pharmaceutical companies, government and private research laboratories, veterinary and medical schools, and animal hospitals.

Closing Dates

	Space	Materials
Feb	Dec 1	Dec 15
Apr	Feb 1	Feb 15
Jun	Apr 1	Apr 15
Aug	Jun 1	Jun 15
Oct	Aug 1	Aug 15
Dec	Oct 1	Oct 15

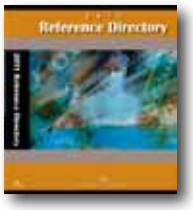
Ad Rates and Specifications: Journals, Meeting Programs, Reference Directory

National Meeting Programs

Circulation: Preliminary, approx. 14,000. Final, approx. 4,500.

Closing Dates

	Space	Materials
Prelim	May 1	June 1
Final	Sept 1	Oct1 1



Reference Directory

Circulation: Approx. 5,500.

Closing Dates

	Space	Materials
Mar	Jan 1	Feb 1

B&W AD	SIZE (INCHES)	1X	3X	6X	12X	15X	18X	24X	REF. DIR.	COLOR (PER PAGE)
Spread*	17.25 x 11.125 w/ bleed (allow 1.5 for the gutter)	$2260	$2160	$2040	$1930	$1800	$1720	$1600	$3890	4-color process per page: $975 PMS color (each): $405 Process color (each): $275
Full page*	7 x 10 image area; 8.75 x 11.125 w/bleed	$1130	$1080	$1020	$965	$900	$860	$800	$1945	PREFERRED PLACEMENT AND DISCOUNTS (FULL-PAGE ADS ONLY)
1/2 page horz	7 x 4.8125	$670	$640	$600	$575	$535	$495	$470	$1145	+55% of base rate for inside front cover, inside back cover, and back cover +25% for all other preferred placement Discounts are given based on the number of paid advertisements in the following AALAS publications within the calendar year: *JAALAS, Comparative Medicine, Reference Directory, National Meeting Preliminary & Final Programs*, and *AALAS in Action*. **Reference Directory** Back cover—$5355. Inside covers—$4795. Preferred position—$2610 No discounts available; however, purchase counts toward the number of placed ads.
1/2 page vert	3.375 x 9.625	$670	$640	$600	$575	$535	$495	$470	$1145	
1/3 page	2.1875 x 9.625	$500	$470	$450	$430	$400	$365	$345	$880	
1/4 page	3.375 x 4.8125	$430	$400	$380	$355	$335	$325	$305	$720	

Trim size of the publications is 8.5 x 10.875.

*Spreads count as two ads for discount and color purposes. *Comparative Medicine* accepts only spread and full page ads.

AALAS Calendar

Circulation:
Approximately 4,500.

4-C AD	SIZE (INCHES)	RATE
Calendar	2.125 x 8.5	$1390
The ad size includes a .125 bleed on the right and bottom side of the ad. Only 12 ad spaces available. Price includes free 4-color processing. No PMS colors.		
Closing Dates	Space	Materials
Sept	Jul 1	Aug 15

AALAS in Action

Circulation:
Approx. 13,000.

4-C AD	SIZE (INCHES)	RATE
1/4 page	3.375 x 4.8125	$1185
Only 14 ad spots available; one ad per advertiser. Price includes 4-color processing. No PMS colors. No discounts available; however, purchase counts toward the number of placed ads.		
Closing Dates	Space	Materials
Feb	Dec 1	Dec 15
Apr	Feb 1	Feb 15
Jun	Apr 1	Apr 15
Aug	Jun 1	Jun 15
Oct	Aug 1	Aug 15
Dec	Oct 1	Oct 15

Ad Inserts

JAALAS and *Comparative Medicine* currently accept ad inserts. Inserts must be smaller than 8.75 x 11 in., printed on paper no heavier than 100#. Both coated and uncoated stock are acceptable. (U.S. Postal Service regulations require that business reply cards be printed on stock at least 0.007 in. thick.) Submit a full-size sample of the insert, printed on the same stock weight and bulk as the final furnished inserts, to AALAS in advance of publication for approval; do not proceed with printing until mock-up is approved. Email advertising@aalas.org to verify amounts.

AD INSERT RATES

2 page insert	$2520	Setup and processing fee: JAALAS $350, Comparative Medicine $225
4 page insert	$5040	

AALAS & National Meeting Web Sites

Ads must be GIF or JPG files no larger than 50 kb (no Flash files), with a run time of 10 seconds. Email banner ads to advertising@aalas.org. Include the URL/email link for the ad. See back cover for billing and cancellation information.

BANNER AD*		1X	6X	12X	18X	24X
AALAS (190 x 216 px)		$415	$395	$375	$355	$330
NM (190 x 107 px)	Non-peak	$415	$395	$375	$355	$330
	Peak (May-Nov)	$465	$445	$420	$400	$380

Prices are per month. Discounts are based on the number of paid advertisements placed on www.aalas.org and nationalmeeting.aalas.org in one calendar year. If the frequency of advertisements placed is not fulfilled or changes during the calendar year, discounts will be adjusted accordingly and advertisers will be responsible for any additional cost.

CareerLine Rates

Recruitment classifieds are accepted with the understanding that the advertiser does not discriminate among applicants on the basis of race, gender, age, religion, national origin, or physical limitation. Online classifieds are text only. To submit a CareerLine ad, go to http://www.aalas.org/careerline/submit.aspx. Payment by credit card is required at time of placement.

AD	RATE
Text ad	$210 / 45 days

Classifieds

JAALAS and *Comparative Medicine* accept recruitment classifieds with the understanding that the advertiser does not discriminate among applicants on the basis of race, gender, age, religion, national origin, or physical limitation. Display classified ad sizes and rates run the same as other display ads.

TEXT AD RATES

1 column inch (70 ± 5 words)	$240
2 column inches	$340
3 column inches	$375
4 column inches	$385
Per additional inch	$100

File Format

The preferred file format for color ads is PDF. The preferred file type for black and white ads is TIFF. TIFF and EPS files are acceptable if they meet the following minimum resolution specifications:

- Line art (bitmap) images at 1200 dpi.
- Grayscale / Color images at 300 dpi.
- Combination grayscale and color images at 600 dpi.

If you are using Adobe Illustrator, please convert text to outlines before submission. AALAS does not support Illustrator PDFs due to their instability. The file, and all images included, must have a resolution of at least 300 dpi. Files must be grayscale or CMYK.

Ads submitted that do not meet the above listed specifications will either be returned to the advertisers to correct or will incur digital production charges at $65/hour. Tech support will also be billed at $65/hour.

Ad Layout

Regardless to the format supplied, all ads must conform to the following:

- Final full page ads must meet journal trim size and include 1/8" bleed image minimum on all four sides.
- No content is to be within 1/4" of trim size.
- All fonts and graphics must be embedded or included with the files and conform to the specs above.
- All color ads need to be supplied as composite files
- Embedded images should not be scaled, cropped, masked, or rotated within the page layout application, but instead should be manipulated in Photoshop and then imported into the page layout program at the proper size and position.
- Do not nest EPS files within EPS files.
- All lines and line art images should be a minimum of 1/2 pt. thickness at final size to reproduce effectively.

File Submission

Send files via email, FTP, or CD. Matchprint™ at 100% scale, including marks and file information and indicating color where appropriate, can be submitted to ensure proper color match. A color laser proof is acceptable, but does not ensure accurate color. AALAS will not be held responsible for inaccurate color without a Matchprint™.

Mail CDs, Matchprints™ and color laser proofs to: Sales & Meeting Specialist, AALAS, 9190 Crestwyn Hills Dr., Memphis, TN 38125-8538. Mark CDs clearly with company name and file names. Materials are not returned unless requested and will be destroyed after one year.

E-mail files (up to 10 MB) to advertising@aalas.org. To FTP files, log on to 216.37.76.146 using an FTP program (not Internet Explorer's FTP feature) with passive transfers turned off; the username is ads, and the password is aalasads. Once connected, drag your ad files to the remote site folder; when you're finished, email advertising@aalas.org.

Ad Inserts

Inserts should be boxed and clearly marked with the journal title and the volume/issue that the inserts are to be included with. If the insert is to be included in multiple issues, please list all issues that will use the insert on the box. Send boxed inserts to: Dartmouth Printing Co., Attention: Lisa Davis, 69 Lyme Rd., Hanover, NH 03755.

Billing Information and Discounts

Payment must be received within 30 days after invoice date. If your company works with an advertising agency for creative and/or placement coordination, remember that we strive to maintain reasonable rates and, therefore, AALAS advertising is not commissionable. We are happy to work with a professional agency regarding your ad; however, we prefer to keep any creative and/or other agency fees related to your ad an independent business matter between your company and your agency. We will bill the agency; however, if the agency fails to pay in a timely manner, your company will be billed directly.

Discounts are based on the number of ads placed in one calendar year. If the frequency of advertisements placed is not fulfilled or changes during the calendar year, discounts will be adjusted accordingly and advertisers will be responsible for any additional cost.

Cancellation Policy

Advertising space may be cancelled 60 days prior to the closing date for ad materials. Advertisers who cancel after this date will be charged for the reserved ad space. Files that do not meet the specifications in the rate card will not be accepted. It is the responsibility of the advertiser to make corrections and resubmit. If an approved ad is not submitted by the materials deadline, additional charges may be applied. If an approved ad is not received, it will be considered a cancellation and charged as such.

AALAS advances responsible laboratory animal care and use to benefit people and animals.

The American Association for Laboratory Animal Science (AALAS) is the premier forum for the exchange of information and expertise in the care and use of laboratory animals. We are more than 13,000 clinical veterinarians, technicians, technologists, educators, and business people, including researchers, administrators, animal producers, and national and international experts. Since 1950, we have been dedicated to the humane care and treatment of laboratory animals and the quality research that leads to scientific gains that benefit both people and animals.

American Association for Laboratory Animal Science
9190 Crestwyn Hills Drive, Memphis, Tennessee 38125-8538
(901) 754-8620 • fax: (901) 753-0046 • info@aalas.org • www.aalas.org