

An international journal dedicated to avian health

Avian Diseases

Published Quarterly by the American Association of Avian Pathologists

PUBLISHED BY

The American Association of Avian Pathologists
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CIRCULATION

1,400 (Print & Online)

PUBLISHED QUARTERLY

March, June, September, December

2020 CLOSING DATES		
Issue	Reservations	Material
64:1	January 1	January 16
64:2	April 1	April 16
64:3	July 1	July 16
64:4	October 1	October 16

SUBSCRIPTION RATES

Institutions: U.S. \$343.00; other countries \$368.00 Recipients are PAID subscribers and members.

EDITORIAL CONTENT

Avian Diseases is an international journal publishing original observations on the pathology and diseases of poultry, pets and wild birds.

JOB POSITION ANNOUNCEMENTS

Be sure your job opening receives the very best applicants by announcing available positions in Avian Diseases.

DISPLAY ADVERTISING

The circulation of Avian Diseases is the largest in its field. With more than 1,400 decision makers looking for the latest in biologics, poultry health products, diagnostic reagents, vaccines, and poultry production, the journal provides the visibility you are looking for.

For more than 62 years, Avian Diseases has been the number one resource for specialists in poultry, pet and wild birds, research, and administration. Build name recognition and brand credibility in the official publication of the American Association of Avian Pathologists.

ACCEPTANCE OF ADVERTISING

Avian Diseases reserves the right to accept materials and require publication prepayment. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

Rates

DISPLAY ADVERTISING RATES

COLOR RATES

Four Color per page: \$1400

COVER & PREFERRED POSITION RATES (NON-CANCELLABLE-PREMIUM COVER EARNED B/W PAGE RATE)

Inside Front Cover: \$1400 plus 75% = \$2,450.00
Inside Back Cover: \$1400 plus 35% = \$1,890.00
Outside Back Cover: \$1400 plus 100% = \$2,800.00
Other Specified Position: \$1400 plus 20% = \$1,680.00

BLACK & WHITE RATES

	1X	3X	4X
Full Page	\$600	\$565	\$500
Half Page	\$340	\$315	\$290
Quarter Page	\$270	\$250	\$235

CLASSIFIED ADVERTISING RATES

Classified advertising space for professional position listings and meeting announcements is available at the rate of \$60 for the first 115 words and \$2.50 for each additional. Classified ads will be typeset two columns to a page. Advertising agency discount does not apply for classified ads.

Mechanical Requirements

AD SIZES

Non-Bleed

Bleed

	<u>W</u> x <u>H</u>	<u>W</u> x <u>H</u>
Full Page	7" x 10"	8-3/4" x 11-1/4"
Half Page Horizontal	7" x 5"	8-3/4" x 5-1/2"
Quarter Page	3-1/2" x 4-7/8"	

TRIM SIZE:

Journal trims 1/8" off top, bottom and outside edge. Final trim size of the publication is 8-1/2 x 11". Live matter should be a minimum of 1/4" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

BINDING:

Permanent

PAPER STOCK:

Inside Pages: 50 lb coated
Covers: 80 lb coated

INSERT REQUIREMENTS:

All inserts must be furnished printed, folded, ready for binding. Inserts must be folded to 8 3/8" by 11 1/8". Folded inserts will be placed between signatures.

HALFTONE SCREEN:

133 - 155 line screens are acceptable.

RESOLUTION:

Graphics should be a minimum of 350 dots per inch (dpi) or higher.

COMPRESSION:

Large files should be compressed with Stuffit or WinZip if possible.

FORMATS

We accept TIFF or EPS format for both Macintosh and PC platforms. We also accept files in the following Native Application File Formats:

- ◆Adobe Acrobat (.pdf) (use Press Settings under Job Option)
- ◆Adobe Photoshop (.psd)
- ◆Illustrator (.ai) Corel
- ◆Macromedia FreeHand (.fh)
- ◆Draw (.cdr)
- ◆Canvas (.cvs)
- ◆PowerPoint (.ppt)
- ◆InDesign (.id)
- ◆Pagemaker (.pmd)
- ◆QuarkXPress (.qxd)

FONTS:

Include the screen and printer font files for any text. PC or Macintosh versions of Adobe PostScript fonts should be used. Do NOT use True Type fonts. Do NOT use system "bitmap" fonts.

DATA TRANSFER:

We can accept the following media:

CD-ROM	DVD	PDF
Macintosh/PC Platforms		

DISPOSITION OF MATERIALS:

Reproduction material will be held for 60 days from date of last insertion, and then destroyed unless requested for repeating ads.

We can also accept or retrieve files via File Transfer Protocol (FTP). If you will be posting to the FTP site please go to www.allenpress.com/faqsframes.html and follow the directions.

Payment due upon receipt of invoice!

Avian Diseases 2020 Rate card

Avian Diseases

Online Advertising rates for 2020

Acceptable File Formats

- GIF
- Animated GIF
 - Maximum Frames/Resolutions: 5/4
- JPG
- Flash SWF
 - Maximum Play Time: 45 seconds

Unacceptable Files

- DOC
- PDF

Resolution Recommendations

A minimum resolution of 72 dpi is recommended. High resolution graphics may be down-sampled to ensure that images load quickly.

Size and Placement Options

Ad Name	Size (Pixels)	Placement	Price
Left Banner	468 x 60	Appears at the top left of every page	\$350
Right Banner	468 x 60	Appears at the top right of every page	\$350
Home Tower	160 x 600	Appears on the right-hand side of the home page, above the fold	\$1,000
Home Tile 1	180 x 150	Appears on the left-hand side of the home page, above the fold	\$300
Home Tile 2	180 x 150	Appears on the left-hand side of the home page, below the fold	\$300
Home Tile 3	180 x 150	Appears on the left-hand side of the home page, below the fold	\$300

Pricing is for hosting online for four months. Discount for consecutive placement. Two placements, 5%, three placements 10%, four placements 15%.