An international journal dedicated to avian health –

# Avian Diseases

## PUBLISHED BY

The American Association of Avian Pathologists Advertising Office 12627 San Jose Blvd., Suite 202 Jacksonville, FL 32223 904-425-5735 aaap@aaap.info www.aaapjournals.info

# 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
HalfPage	\$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	
	W x H	W х Н	
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  $8-1/2 \ge 11^{\circ}$ . 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) PowerPoint (.ppt)

- Canvas (.cvs)
- •InDesign (.id) •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 <u>NOT</u> use True Type fonts. Do <u>NOT</u>

Pagemaker (.pmd)

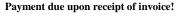
use system "bitmap" fonts. DATA TRANSFER.

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We can accept the follow	ring media:	
CD-ROM	DVD	PDF
Macintosh/PC Platforms	5	

#### **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.



4vian Diseases 2020 Rate card

# **Avian Diseases**

**Online Advertising rates for 2020** 

# **Acceptable File Formats**

- GIF
- Animated GIF
  - o Maximum Frames/Resolutions: 5/4
- JPG
- Flash SWF
  - o 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.

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

# **Size and Placement Options**

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