



Aquatics

ADVERTISING RATES

COLOR ADVERTISEMENTS

Full Page	\$1200.00 per issue
Half Page	\$ 780.00 per issue
1/3 Page	\$ 500.00 per issue
1/6 Page	\$ 330.00 per issue

BLACK /WHITE ADVERTISEMENT
RATES ALSO AVAILABLE

BLEEDS - 15% charge; acceptable in full and two-page color spreads only

POSITION -10% position charge (inside front cover, back cover and center); priority placement for advertisers with 4 consecutive advertisements scheduled; requests honored on a first-come first-serve basis

DISCOUNT - 15% discount for four consecutive advertisements

BILLING – Invoices submitted with proof of publication. Payment is due 45 days following receipt of invoice. Late payments will be assessed a 3% monthly charge.

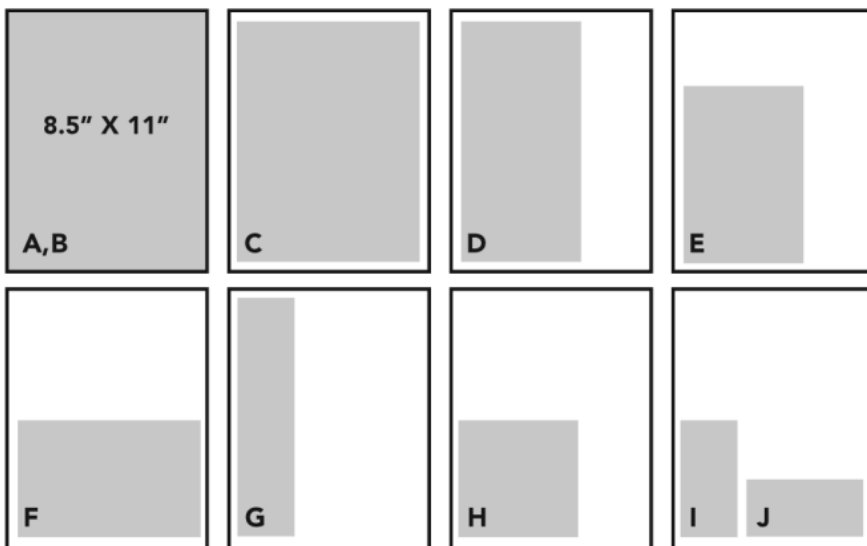
ADVERTISING SPECIFICATIONS

- Please provide ads in digital format.
- Please submit files via email or CD-ROM.
- Preferred format is a press-ready .pdf file.
- Build your document to the correct size.
- Include 1/8" bleeds if needed.
- Color ads must be accompanied by a high resolution color proof and color-separated lasers.

- Color graphics must be converted to CMYK; spot colors or RGB images are not acceptable.
- Single color ads must be accompanied by a laser proof.
- If a TIFF or EPS format must be used, include all graphics and fonts (screen and printer versions). Be sure to include fonts used in graphics or convert them to curves or outlines.

AD DIMENSIONS

A. Covers (back; insides)	8.5" x 11"
B. Full page, with bleed, trim (add .125" bleed all sides)	8.5" x 11"
C. Full page, non-bleed	7.625" x 10"
D. Two thirds page	5" x 10"
E. Half page (vertical)	5" x 7.375"
F. Half page (horizontal)	7.625" x 4.875"
G. One third page (vertical)	2.375" x 10"
H. One third page (square)	5" x 4.875"
I. One sixth page (vertical)	2.375" x 4.875"
J. One sixth page (horizontal)	4.875" x 2.375"



PUBLICATION SCHEDULE

ADS DUE	PUBLICATION
February 1	Spring (March – Apr)
No publication	Summer (June – July)
August 1	Fall (Sept – Oct)
No publication	Winter (Dec-Jan)

CLOSING: Space reservations for advertising are preferred by two months preceding publication. Advertising materials are due by the first of the month preceding publication.

Advertising space will be limited to ensure there is a balance between technical and commercial content of *AQUATICS*.

Currently, only Spring and Fall issues of Aquatics will be published.

MAILING INSTRUCTIONS

ADVERTISING MATERIALS: Colleen Sullivan
6900 SW 21st Court, Building #9
Davie, Florida 33317
Csullivan@allstatemanagement.com

PAYMENTS: Jennifer Myers, FAPMS Treasurer
PO Box 1469 Eagle Lake, FL 33839-1469
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