

### *Health Law Connections Rates*

| <b>Color Ad Specs</b>  | <b>1x</b> | <b>3x</b> | <b>6x</b> |
|------------------------|-----------|-----------|-----------|
| <b>Two page spread</b> | \$6,700   | \$6,285   | \$6,085   |
| <b>Full Page</b>       | \$3,500   | \$3,085   | \$2,855   |
| <b>2/3 Page</b>        | \$3,265   | \$2,855   | \$2,625   |
| <b>1/2 Page</b>        | \$3,075   | \$2,680   | \$2,510   |
| <b>1/3 Page</b>        | \$2,740   | \$2,395   | \$2,220   |

| <b>BW Ad Specs</b> | <b>1x</b> | <b>3x</b> | <b>6x</b> |
|--------------------|-----------|-----------|-----------|
| <b>Full Page</b>   | \$2,600   | \$2,220   | \$2,015   |
| <b>2/3 Page</b>    | \$2,300   | \$1,990   | \$1,760   |
| <b>1/3 Page</b>    | \$1,830   | \$1,525   | \$1,355   |

| <b>Premium Positions</b> | <b>6x</b> |
|--------------------------|-----------|
| <b>Cover 4</b>           | \$3,300   |
| <b>Cover 3</b>           | \$2,750   |
| <b>Cover 2</b>           | \$2,970   |
| <b>Opposite TOC</b>      | \$2,720   |

Cover rates include 4-color. All premium positions are sold on a non-cancelable basis.

Premium advertisers are also given first right of refusal.

All contracts are non-cancelable.

Guaranteed Positions - add 10%

All rates are gross.

Advance payment required for first-time advertiser.

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## ***Health Law Connections Ad Specs***

| <b>Ad Sizes</b>  | <b>Width</b> | <b>Depth</b> |
|------------------|--------------|--------------|
| <b>Full Page</b> |              |              |
| <b>Non-Bleed</b> | 7.575"       | 9.775"       |
| <b>Bleed*</b>    | 8.5"         | 11.125"      |
| <b>Cover 4*</b>  | 8.25"        | 8"           |

Note\*: Trim size of publication is 8.25" x 10.875". For bleed, extend artwork 0.125" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 0.375" inside all trim edges. Cover 4 only bleeds on the left, right, and bottom.

|                                |     |         |
|--------------------------------|-----|---------|
| <b>2-Page Spread (bleed)**</b> | 17" | 11.125" |
|--------------------------------|-----|---------|

NOTE\*\*: Trim size for spread is 16.75" x 10.875". For bleed, extend artwork 0.125" beyond all four edges to arrive at Bleed Size above. Keep all text elements at least 0.375" inside all trim edges, and 0.375" from gutter on each side.

|               |         |        |
|---------------|---------|--------|
| <b>2/3 V</b>  | 5.75"   | 9.775" |
| <b>1/2 H</b>  | 7.575"  | 4.5"   |
| <b>1/3 Sq</b> | 5.75"   | 5.75"  |
| <b>1/3 V</b>  | 2.8032" | 9.775" |

## **ELECTRONIC FILE REQUIREMENTS**

**Please supply only a print-ready PDF file.** AHLA cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc) or any other file format. PDF must be a hi-res, print ready file. All raster images should be 300 dpi. All fonts must be embedded.

Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission.

Do NOT include a bleed with fractional ads unless specified.

Color: Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable.

Black and White: Black & white ads should use black only (not 4-color); images should be grayscale.

We cannot guarantee an exact color match. If advertiser requires a critical color match, please contact AHLA.

The publisher is not responsible for printing errors due to incorrect file preparation.

### **For questions about submitting your ad contact:**

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