



## 2024 ADVERTISING RATES

4-COLOR NET RATE	1x	3x	6x
Spread	\$4,200	\$3,990	\$3,570
Full Page	\$2,810	\$2,670	\$2,390
2/3 Page	\$2,430	\$2,310	\$2,070
1/2 Page	\$2,110	\$2,000	\$1,790
1/3 Page	\$1,370	\$1,300	\$1,160
1/4 Page	\$1,040	\$990	\$880
1/6 Page	\$800	\$760	\$680
1/8 Page	\$650	\$620	\$550
Sponsored Article	From \$4,000		

### PREMIUM POSITION & RATES *(in addition to 4-color earned rate)*

Centerspread	15%
Inside Advertiser Index	15%
Inside Back Cover	\$610
Inside Front Cover	\$610
Opposite Inside Back Cover	15%
Opposite Inside Front Cover	15%
Opposite TOC	15%
Outside Back Cover	\$910
Other Requests	15%

SPECIALTY ADVERTISING	NET RATE
Belly Band	\$5,295
Cover Glue-Tip	\$2,500
Outsert: 1 Page/2 Surface	\$5,000
Outsert: 2 Page/4 Surface	\$6,000
Outsert: Postcard	\$5,000
Stitched-In Inserts	\$3,000

## AD SPECIFICATIONS

AD SIZE	DIMENSIONS
Spread	16.75" x 10.875"
Full Page	8.375" x 10.875"
2/3 Page Horizontal	7" x 6.333"
2/3 Page Vertical	4.583" x 9.5"
1/2 Page Horizontal	7" x 4.583"
1/2 Page Vertical	4.583" x 7"
1/3 Page Horizontal	7" x 3"
1/3 Page Vertical	2.166" x 9.5"
1/3 Page Square	4.583" x 4.583"
1/4 Page Horizontal	4.583" x 3.333"
1/4 Page Vertical	3.333" x 4.583"
1/6 Page Horizontal	4.583" x 2.166"
1/6 Page Vertical	2.166" x 4.583"
1/8 Page Horizontal	3.333" x 2.166"
1/8 Page Vertical	2.166" x 3.333"

### MECHANICAL REQUIREMENTS

**Trim size:** 8.375" x 10.875" | **Spread trim size:** 16.75" x 10.875"  
**Live matter:** 0.5" from trim/gutter | **Bleed:** Add 0.125" on all sides  
**Printing:** Sheet-fed Offset | **Binding:** Saddle-stitched

- High-resolution PDF is required. PDF/X1-a (2001) is the preferred file format sized to 100% of mechanical requirements, with 0.125" bleeds on all sides for fullpage and spread ads.
- Downsample color and grayscale images to 250 ppi for all images over 250 ppi.
- Full-page files are to be cropped at the bleed edge. Do not include color bars, page information, or registration when distilling the final PDF. Fractional ads do not need bleeds and crop marks.
- Only CMYK files are accepted for publication. Files using RGB and PMS colors will be rejected and returned for revision.
- AHRMM reserves the right to decline or remove any ads.
- The publisher is not responsible for errors due to low resolution images or improper file preparation, and assumes all supplied advertising files will reproduce in a satisfactory manner. The advertiser, or its agency, will be notified if materials do not pass preflight, and corrective action is required. Revisions and proofs are subject to additional fees. Please inquire for additional information.

### AD SUBMISSION

Please send ad materials via [WeTransfer.com](https://www.wetransfer.com) or email to Allison Walsh at [alwalsh@smithbucklin.com](mailto:alwalsh@smithbucklin.com).