



ASMH

ASMH Newsletter

Advertising Rate Schedule and Ad Specifications

The *ASMH Newsletter* is mailed four (4) times per year to the ASMH membership. Each issue is also posted on the ASMH website at <http://www.mohscollege.org/asmh/>.

Ad Type	Ad Size	Single Issue	Multiple Issues
Full Page Ad	7"w x 10"h	\$600	\$550
Half Page Vertical	3-5/16"w x 10"h	\$400	\$350
Half Page Horizontal	7"w x 5"h	\$400	\$350
Quarter Page	3-5/16"w x 5"h	\$250	\$200

- Trim Size** 8-1/2" x 11" – Keep all live matter 1/2" from trim edges
- Colors** Black
- Media** MAC or PC formatted
1.44 Mb Floppy, 128/230 Optical, 100 Mb Zip (MAC), 250 Mb Zip (PC), CD Rom
- Graphic Formats** TIFF, EPS
- Desktop Formats** QuarkXpress, Adobe PageMaker, Adobe Illustrator, Adobe in Design
- Instructions**
- Build ads to trim size, no bleeds
 - Include fonts used in all ad illustrations, images, logos and artwork
 - All images should be in grayscale (TIFF) or black & white (EPS)
 - Recommended resolutions for images is 300 dpi at 100%
 - Must include a hard copy proof that matches each supplied file
 - Proofs should be provided at 100% size
 - Supply all images separately with original support files and link to document. Please do not embed files without support supplied.
- Other Info**
- The *ASMH Newsletter* is an 8-1/2" x 11", black & white publication
 - Rates are based on electronic media supplied at correct specifications
 - No commissions or discounts available on rates
 - All ads must be paid for with insertion order
 - All ads must adhere to the mission of the ASMH. The ASMH reserves the right to reject for any reason or require revision of an advertising submittal for publication in the newsletter. ASMH shall refund such payment to the advertiser and ASMH shall have no further responsibility to the advertiser.
 - All artwork or materials submitted to the ASMH will become the property of the ASMH and, at its discretion, destroyed unless the advertiser requests return of same within 60 days of publication.
 - All ads must be provided in digital file format.
 - Only ads from members of ASMH or the ACMS will be accepted.
- Submitting Ads** Send all materials to: American Society for Mohs Histotechnology
Attn: Katie Muellenbach, Executive Director
555 East Wells Street, Suite 1100
Milwaukee, WI 53202

Ad Deadlines

Issue	Deadline
First Quarter	February 11, 2009
Second Quarter	May 13, 2009
Third Quarter	August 12, 2009
Fourth Quarter	November 11, 2009