

# AD SPECIFICATIONS

print

## Material Requirements

### Proofs

A SWOP standard proof must accompany all digital ad material. [Color match cannot be guaranteed on materials submitted without a SWOP proof.]

### Material Specifications

- » Specifications are available online at [arthritis.org/arthritis-today-magazine/media-kit](http://arthritis.org/arthritis-today-magazine/media-kit)
- » If you do not see your format listed, please contact Stephanie Dodunski at 678-685-7323 or email [sdodunski@arthritis.org](mailto:sdodunski@arthritis.org)

### 2-Color & 4-Color Advertising

- » 4-color images must be hi-res PDF format
- » PMS and RGB colors must be converted to CMYK
- » Recommended screen: 133 lines
- » 2-color maximum total density: 160%
- » 4-color maximum density: 290%
- » No screen color to exceed 85%

### Black & White Advertising

- » Recommended screen: 133 lines
- » Black & white max. total density: 85%

## Mechanical Requirements

### Printing Specifications

- » PRINTING: Offset
  - » BINDING: Saddle Stitched
  - » TRIM SIZE: 7 7/8" x 10 1/2"
- Keep live matter 1/2" from all sides. Perfect alignment of type or design across gutter of two facing pages not guaranteed. Only ads fitting specified sizes will be accepted. For more, go to [arthritis.org/arthritis-today-magazine/media-kit](http://arthritis.org/arthritis-today-magazine/media-kit)
- » DIRECT RESPONSE DISCOUNT: publisher quote
  - » BLEED: no charge
  - » COMMISSION: 15% of published rate to recognized agencies if paid within 30 days of invoice

### Material Submission

- Files can be submitted electronically via FTP or email.
- » EMAIL: Email files to [sdodunski@arthritis.org](mailto:sdodunski@arthritis.org) and copy [atads@arthritis.org](mailto:atads@arthritis.org)
  - » FTP: Go to [ftp2.arthritis.org](http://ftp2.arthritis.org)  
Username: [arthritis.org](http://arthritis.org)  
Password: af132
- Drag-and-drop files into the folder labeled "Incoming."

## AD DIMENSIONS

Trim area is as follows. (Keep live matter 1/2" from all sides.) For bleed units allow for 1/8" trim at top, bottom and sides.

Unit	W x H
Spread*	15.75" x 10.5"
Full Page*	7.875" x 10.5"
2/3 Page*	5" x 10.5"
1/2 Page (Horizontal)*	7.875" x 5.125"
1/2 Page (Digest)	5" x 7.75"
1/3 Page (Square)	5" x 5.125"
1/3 Page (Vertical)	2.625" x 10.5"
1/6 Page	2.625" x 5.125"

\*Bleed permitted

If you have any questions, please contact Stephanie Dodunski at 678-685-7323 or email [sdodunski@arthritis.org](mailto:sdodunski@arthritis.org).

digital

## Website Ad Units

### A) Leaderboard

SIZE: 728 x 90  
FILE FORMAT/SIZE:  
.gif, .jpg 40k max Flash  
40k max, 15 seconds/3  
loops max

### B) Medium Rectangle

SIZE: 300 x 250  
FILE FORMAT/SIZE:  
.gif, .jpg 40k max Flash  
40k max, 15 seconds/3  
loops max

### C) Wide Skyscraper

SIZE: 160 x 600  
FILE FORMAT/SIZE:  
.gif, .jpg 40k max Flash  
40k max, 15 seconds/3  
loops max

A) Leaderboard 728 x 90

B) Medium  
rectangle  
300 x 250

C) Wide  
Sky-  
scraper  
160 x  
600

### E-newsletters

ArthritisToday.org offers a selection of e-newsletters designed to inspire and inform the recipient about their arthritis condition.

### E-newsletter exclusive ad unit

SIZE: 160 x 600  
FILE FORMAT/SIZE: .gif, .jpg 40k max

# RATES & SCHEDULE

## 2020 Ad Rates

b/w	1x	3x	6x
FULL	\$24,230	\$23,085	\$21,605
2/3	\$18,400	\$17,375	\$16,455
1/2	\$14,630	\$13,940	\$13,150
1/3	\$9,925	\$9,375	\$8,800
1/6	\$6,175	\$5,830	\$5,605
<b>2-color</b>			
FULL	\$29,370	\$28,000	\$26,175
2/3	\$22,060	\$20,915	\$19,890
1/2	\$17,375	\$16,685	\$15,775
1/3	\$11,890	\$11,280	\$10,635
<b>4-color</b>			
FULL	\$34,745	\$33,030	\$31,085
2/3	\$25,945	\$24,795	\$23,320
1/2	\$20,915	\$19,890	\$18,860
1/3	\$13,825	\$13,150	\$12,455
<b>covers</b>			
2nd	\$41,835	\$39,430	\$36,915
3rd	\$38,170	\$36,005	\$33,715
4th	\$45,260	\$42,515	\$39,885

Contact your sales representative or National Sales Director George Brennan at [gbrennan@arthritis.org](mailto:gbrennan@arthritis.org) or 678-632-1211

**Marketplace** JULY-AUGUST 2019

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OPTIMAL: elevates head, neck, shoulder support and alignment on sides or back  
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To advertise in Arthritis Today's Marketplace contact Steve Berry at 404-470-8641 or [sberry@arthritis.org](mailto:sberry@arthritis.org)

For more information, contact Steve Berry at 470-588-8641 or [sberry@arthritis.org](mailto:sberry@arthritis.org)

## 2020 Marketplace Rates

b/w	3x	6x
3 Inch	\$1,840	\$1,760
2 Inch	\$1,260	\$1,210
1 Inch	\$690	\$640
<b>2-color</b>		
3 Inch	\$2,210	\$2,130
2 Inch	\$1,530	\$1,470
1 Inch	\$810	\$760

## 2020 Schedule

Issue	Space Deadline	Material Deadline	On Sale Date
MARCH - APRIL	1/2/2020	1/7/2020	2/25/2020
MAY - JUNE	3/2/2020	3/5/2020	4/28/2020
JULY - AUGUST	5/1/2020	5/6/2020	6/25/2020
SEPTEMBER - OCTOBER	7/1/2020	7/5/2020	8/27/2020
WINTER ISSUE	10/1/2020	10/7/2020	11/19/2020