

American Journal of Recreation Therapy™

Rate Card No. 4 • Effective January 1, 2010 • Display Advertising Rates and Data

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B/W Rates	ROP Advertising					Inserts	
	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	2 Page	4 Page
1 Time	\$1,425.	\$1,395.	\$1,285.	\$1,210.	\$825.	\$3,805.	\$7,255.
2, 3 Times	1,340.	1,220.	1,120.	1,045.	780.	3,615.	6,890.
4 Times	1,260.	1,145.	1,060.	995.	745.	3,435.	6,545.

Classified Help Wanted Only: \$295. per issue prepaid one-sixth page, no discounts.

Recreation therapy has emerged as a specific area of scientific research with a distinct set of professional standards, yet there are few arenas for sharing information specific to this field of specialization. Therapeutic recreation services are vital for rehabilitation hospitals, mental health and addiction facilities, hospitals, schools, park departments, elder care services, and human service agencies.

The *American Journal of Recreation Therapy* (AJRT) was conceived as a forum to address this growing need. It serves as a sounding board for academics, practitioners, and other health-care providers who use recreational interventions to improve the functioning of disabled patients with dementia, brain injury, substance abuse, physical and mental challenges, and psychiatric disorders.

AJRT provides articles, lesson plans, program outlines, commentaries, and studies related to activities-based programs and research of interest to recreational and activities directors, occupational therapists, and other professionals in long-term care, transitional care, and assisted living facilities.

◆ **COLOR RATES:**

Standard Color.....\$195.
 4/color process.....\$395.
 Full color charges also apply to fractional pages.

◆ **PREFERRED POSITION RATES:**

2nd Cover: Earned b/w rate plus 25%.
 Facing page at no premium, but must run as spread.
 3rd Cover: Earned b/w rate plus 25%.
 4th Cover: Earned b/w rate plus 50%.

Facing first page of text. Earned b/w rate plus 25%.

Center spread: Earned b/w rate plus 50%.

◆ **BLEED:** No charge

◆ **AGENCY COMMISSION:** 15%

◆ **EARNED RATES:**

Rates based on number of insertions within one year, regardless of size. Purchases by a parent company and subsidiaries are combined for determining earned rate.

MECHANICAL REQUIREMENTS:

◆ **FINISHED TRIM SIZE:** 8-3/8 x 10-7/8

◆ **DIMENSIONS:**

1 page7 x 10
 2/3 page.....4-1/2 x 10
 1/2 page-vertical3-3/8 x 10
 1/2 page-horizontal7 x 4-7/8
 1/3 page-vertical2-1/2 x 10
 1/3 page-horizontal.....4-1/2 x 4-7/8
 1/4 page3-3/8 x 4-7/8
 1/6 page (Help Wanted Only)..2-1/2 x 5

◆ **BLEED SIZES:**

Full page: 8-1/2" x 11-1/4".
 Includes 1/8" trim, outside and bottom and 3/16" trim, top and gutter. Allow 3/8" safety for live matter all edges. Signatures jog to the head and trim. Inserts need 1/2" high folio lip.

Fractional units:

1/2 page horizontal:
 8-1/2" x 5-1/4";
 1/2 page vertical: 4-1/4" x 11-1/4",
 gutter bleed: 7-3/8" x 10".

◆ **INSERT REQUIREMENTS:**

Sizes, quantity, paper weight, and specifications on request.

◆ **INSERT OVERAGES:**

Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date of scheduled insertion.

◆ **PAPER STOCK:**

Inside: 60 lb. coated – acid free
 Covers: 100 lb. coated – acid free

◆ **BINDING:**

Perfect Bound
 See Bleed Sizes

◆ **HALFTONES:**

Up to 150 line screen.
 Maximum print density 4/c is 270%.

◆ **REPRODUCTION REQUIREMENTS:**

Camera ready copy. All materials must have register marks, center marks, and trim marks clearly indicated. Each negative must be marked for color. All films are right reading, emulsion down. Color ads require a Matchprint or similar. Standard and Matched color ads must specify a PMS color. Electronic Files: PDF, Quark, EPS, must be set for hi-res and include tiff preview, all images and fonts.

◆ **ISSUANCE:**

Quarterly (4 issues per year)

—STANDARD TERMS & CONDITIONS APPLY—

Issue	Closing Date
Winter	March 2, 2010
Spring	June 3, 2010
Summer	September 2, 2010
Fall	December 2, 2010