

American Journal of Recreation Therapy™

470 Boston Post Road • Weston, Massachusetts 02493 • (781) 899-2702 • Fax: (781) 899-4900

Advertising Insertion Order Date ____/____/____

Advertiser _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____
Phone () _____ Fax () _____
Person authorizing advertising (please print) _____
Signature of authorizing person _____
Bill to (person if different from above) _____
Name of institution _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____
Phone () _____ Fax () _____
Ad size: Full pg. Full bleed 2/3pg. 1/2 pg. (vert) (hor) 1/3 pg. (vert) (hor) 1/4 pg.
Color: Four color, \$1995 Black & White Other _____
Contract: 4 issues 2,3 issues 1 issue If agency check box Issue (Month) _____
Gross cost \$ _____

PRODUCTION

Section _____
Special instructions _____
Special position _____
 Insert Number of pages _____ Position _____
 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%

CREDIT REFERENCE (new account)

Bank name _____ Tel. No. () _____
Account # _____ Person to speak with _____

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

◆ 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".

◆ REPRODUCTION REQUIREMENTS:

Camera ready copy. All materials must have register marks, center marks, and trim marks clearly indicated.

Color ads require a Matchprint or similar. Electronic Files: All color ads must be in CMYK color format. PDF, Quark, EPS, must be set for hi-res and include tiff preview, all images and fonts.