

Advertising Insertion Order

Date: _____
 470 Boston Post Road • Weston, Massachusetts 02493
 (781) 899-2702 • Fax: (781) 899-4900
 www.disastermedicinejournal.com

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 () _____ Email _____
 Ad size: Full pg. Full bleed 2/3pg. 1/2 pg. (vert) (horz) 1/3 pg. (vert) (horz) 1/4 pg.
 Contract: 4 issues 3 issues 2 issues 1 issue Start Issue (Month) _____
 Gross cost \$ _____ Special Issue: _____

PRODUCTION

Section _____
 Special instructions _____
 Special position _____
 Insert Number of pages _____ Position _____
 2nd cover Facing page at no premium, but must run as spread;
 3rd cover 4th cover:

CREDIT REFERENCE (new account)

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

ARTWORK REQUIREMENTS:

- ◆ **FINISHED TRIM SIZE:** 8-5/8 x 10-7/8
- ◆ **BLEED AD DIMENSIONS SIZES:**
(Sizes in Inches)
 Full page: 8-5/8 x 11-1/8.
 Includes 1/8" trim all sides. Allow
 1/2" inset safety for live matter all
 edges. Fractional units:
 1/2 page horizontal: 8-5/8 x 5-9/16
 1/2 page vertical: 4-5/16 x 11-1/8

◆ Non-Bleed AD DIMENSIONS:

- (Sizes in Inches)
- 1 page 7 x 10
- 2/3 page 4-1/2 x 10
- 1/2 page-vertical 3-3/8 x 10
- 1/2 page-horizontal 7 x 4-7/8
- 1/3 page-vertical 2-1/2 x 10
- 1/3 page-horizontal 4-1/2 x 4-7/8
- 1/4 page 3-3/8 x 4-7/8

◆ FILM REQUIREMENTS:

Electronic Files: Color ads must be in
 CMYK color PDF format. B&W ads
 must be in B&W PDF format. PDF
 must be set for hi-res and include tiff
 preview, all images and fonts. All ads
 must have register marks, center
 marks, and trim marks clearly indicat-
 ed. Color ads require a Matchprint or
 similar. Artwork without color proof
 runs at advertiser's risk.