

# Insights Into Spina Bifida

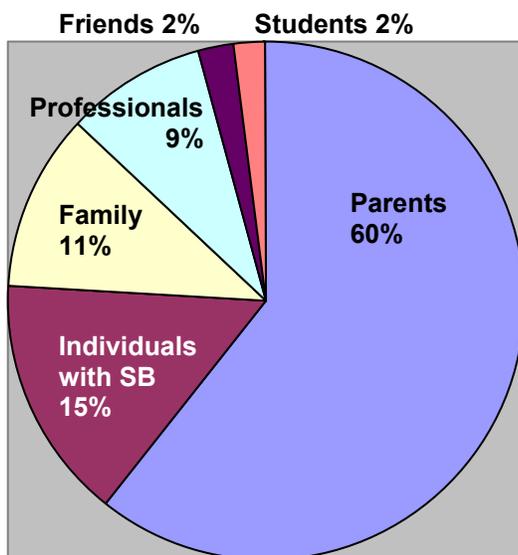
## 2004 Advertising Rates

<b>BLACK &amp; WHITE &amp; PMS 320 (TEAL)</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X</b>
Full Page	\$1,440	\$1,320	\$1,242	\$1,170	\$1,080	\$960
1/2 Page	\$960	\$883	\$825	\$777	\$720	\$643
1/3 Page	\$780	\$717	\$670	\$631	\$584	\$522
1/4 Page	\$600	\$552	\$516	\$486	\$450	\$402
1/8 Page	\$360	\$331	\$309	\$291	\$270	\$241

<b>BLACK &amp; WHITE</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X</b>
Full Page	\$1,200	\$1,100	\$1,035	\$975	\$900	\$800
1/2 Page	\$800	\$736	\$688	\$648	\$600	\$536
1/3 Page	\$650	\$589	\$559	\$526	\$487	\$435
1/4 Page	\$500	\$460	\$430	\$405	\$375	\$335
1/8 Page	\$300	\$276	\$258	\$243	\$225	\$201

<b>INSERTS</b>	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X</b>
One Page	\$1,000	\$950	\$900	\$850	\$800	\$750
Additional Pages (cost per page)	\$250	\$225	\$200	\$175	\$150	\$125

### Who's Reading Insights?



### Deadlines

<b>ISSUE</b>	<b>CLOSING DATE</b>
May/June	April 1, 2004
July/August	June 1, 2004
September/October	August 1, 2003
November/December	October 1, 2004
January/February	December 1, 2004
March/April	February 1, 2005

# Insights Into Spina Bifida

## Ad Specifications

### Ad Sizes

SIZE	DIMENSIONS
Full Page	10" x 12.5"
1/2 Page	10" x 6.875"
1/3 Page	10" x 4.5" (h) 3.25" x 12.5" (v)
1/4 Page	6.5" x 6.5"
1/8 Page	3.25" x 3.25"

### Mechanical Specs

#### Media

CD\*, Zip 100, 3.5" floppy, camera-ready  
(no materials will be returned before publication date)

#### Format

EPS\*, Native Quark, or PDF with all fonts & hi-res graphics embedded

#### Colors

Black & PMS 320

#### Quality

Postscript Type 1 fonts only, images must be Black & White at 300 dpi, line art at 1200 dpi

#### Proof

All ads must be accompanied by a proof output at 100%

#### Production

The newsletter is produced on a Macintosh OS9 platform

## Advertising Policies

### Payment Policy

1. Net 30 days. Interest charge of 18% (annual) will be applied to all past due amounts.
2. SBAA reserves the right to discontinue on all accounts 30 days past due.
3. Advertisers are invoiced and sent proof of publication after each issue is printed and distributed.
4. Fifteen percent commission is allowed to recognize advertising agencies on space, color, and insertions.
5. Orders accepted subject to credit requirements.

### Special Positions

No advertisement placed on front, inside cover or back page. Add 20 percent for guaranteed positions.

### Contract Specifications

Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of printed advertisements, and also assume responsibility for any claims arising there from made

against the publisher. Publisher reserves the right to reject any advertising which it feels is not in keeping with the publication's standards.

Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed. Advertising will be billed at rate prevailing at the time of issue date. Rates are subject to change upon notice by the publisher. Advertisers under contract at the time of notification of rate change will be protected at the prevailing rate for the duration of their contract. Frequency discounts may be earned by applying any combinations of insertions within contract year.

Advertiser agrees to give size requirements and materials to be typeset by closing date, and/or deliver camera-ready copy by the deadline stated herein. No cancellations will be accepted after closing date. Cancellations must be in writing to the publisher.

## Need More Information? Contact

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