

****Please note, if you have been accepted as a sponsor for the 2009 Health Festival, the below rates do not apply. Please refer only to the mechanical specification for information on submitting your advertisement or logo.**

HEALTH TRAXX

Advertising Rate Schedule as of 09/22/08

Circulation Quantity—18,000

Fall

To ensure advertisements follow the vision of the Teachers Health Trust, all advertising is subject to approval by the editorial board.

ADVERTISEMENT OPTIONS	1X
There are no discounts for the fall issue.	
Full-Page (7 ¼" x 9 ½") inside left or back page	\$5000
Full-Page (7 ¼" x 9 ½")	\$4200
½-Page Horizontal (7 ½" x 4 ¾")	\$3800
1/3-Page Vertical (2 ¼" x 9 ½")	\$3000
¼-Page (4 ¾" x 3 ½")	\$2500
1/8-Page (3 ½" x 2 ¼")	\$1800

Mechanical Specifications:

Health Traxx is produced on coated paper with a four-color process at 150-line screen. The publication is produced with the following programs: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, and Adobe Acrobat. All ads must be supplied on any of the following formats:

A) Electronic file (.TIF, .EPS, or .PDF)

If using Illustrator or Freehand, you must trap all files. All Illustrator or Freehand files must be exported and saved as .EPS files and brought into Adobe InDesign.

1. Photoshop files should be a minimum of 300 dpi at 1 to 1, saved as either .EPS or .TIF, and brought into Adobe InDesign.
2. Be sure you send a color mock-up of the ad to be published.
3. All fonts, both screen and printer fonts, must be supplied if type is not converted to outlines/curves.
4. If scans/images are included in your file, be sure they are hi-res files of at least 225 dpi.
5. Be sure all colors are CMYK, no RGB files.

B) Camera-ready Art Work

1. If supplying your ad as camera-ready, it must be color separated and display registration and crop marks.
2. Film must be produced right-reading, emulsion side down, 150-line screen. Film must indicate bleed and trim as well as center marks. Each color negative should be clearly marked for each AAAA color.

Note: Design services are available at a rate of \$250 hour for the fall issue with an hour minimum charge. Ads may be e-mailed to pdigiacom@teachershealthtrust.org.