

HEALTH TRAXX

Advertising Rate Schedule as of 08/07/08

Circulation Quantity—18,000

Winter, Spring, Summer

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

ADVERTISEMENT OPTIONS	1X	2X	3X
Discounts* are based on ad republications.	0%	10%	20%
Full page (7 ¼" x 9 ½") inside left or back page	\$1600	\$1440	\$1280
Full page (7 ¼" x 9 ½")	\$1300	\$1170	\$1040
Half (½) page horizontal (7 ½" x 4 ¾")	\$1000	\$900	\$800
Quarter (¼) page (4 ¾" x 3 ½")	\$700	\$630	\$560
Eighth (1/8) page (3 ½" x 2 ¼")	\$500	\$450	\$400
*Article submission with picture (300-500 words)	\$250	\$250	\$250

*Discounts are available to advertisers selecting to run ads in two or three issues. An example of how payments should be submitted is as follows:

Companies or organizations opting to purchase advertisements in two or three *Health Traxx* publications should submit one payment to cover the costs for printing in both the current and subsequent months of the publication. **For example, if you choose to purchase a regular full-page ad to appear in two or three quarterly issues, you should submit one payment for \$2340 (\$1170 x 2) or \$3120 (\$1040 x 3).**

**Advertisers opting for multi-issue advertising must have ad copy changes in by deadlines to effect changes or the previous issue ad(s) will be repeated. It is the responsibility of the advertisers to effect changes in their advertisements in a timely manner.

Mechanical Specifications:

Health Traxx is produced on coated paper with a four-color process at 150-line screen. The publication is produced using the following applications: Adobe InDesign, 7.0, Adobe Photoshop, Adobe Illustrator, and Adobe Acrobat. All ads must be supplied on in the following format:

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 will be accepted.

Note: Design services are available at a rate of \$250 hour for each issue with an hour minimum charge.

Ads may be e-mailed to pdigiaco@teachershealthtrust.org.