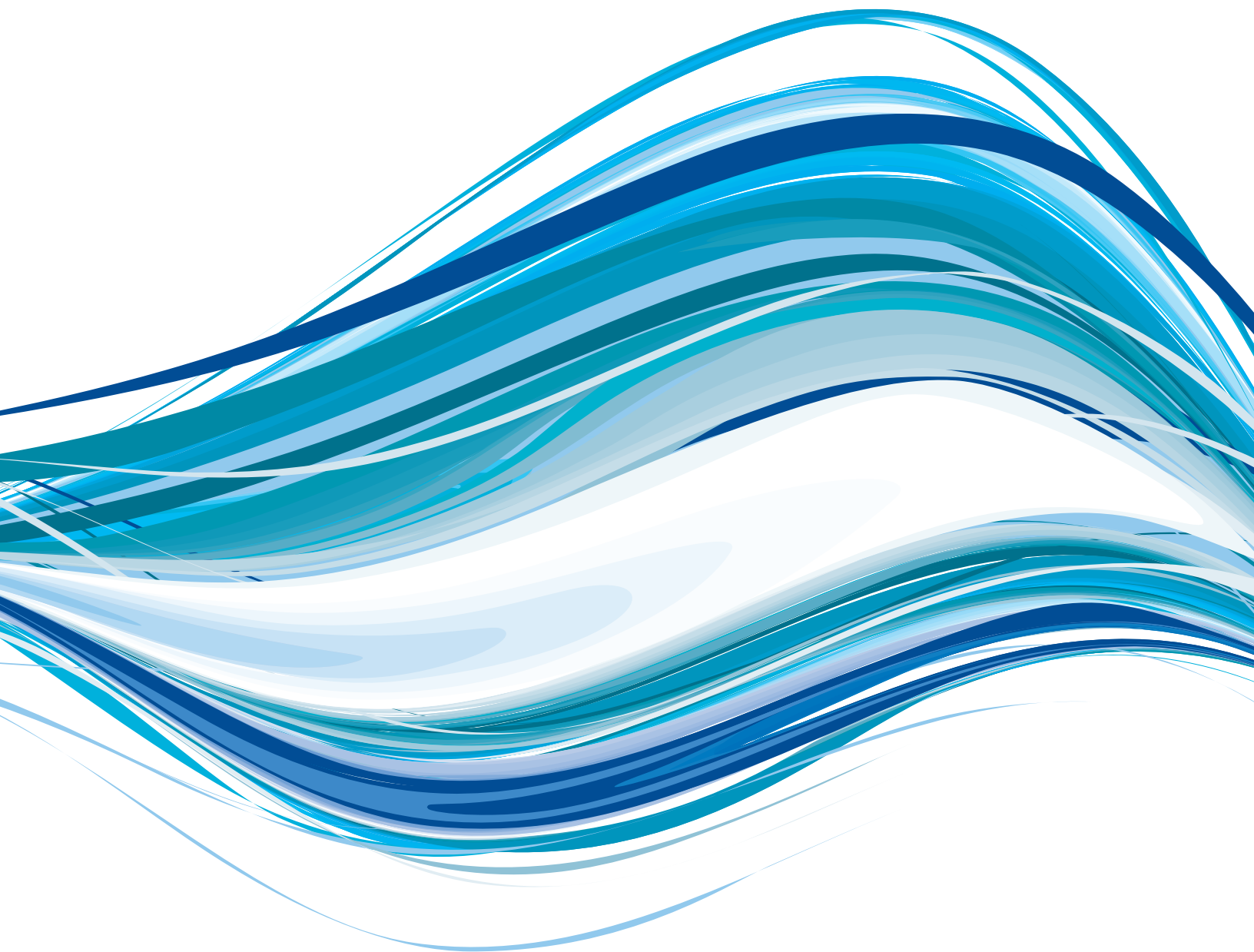


Media Kit

2010 <<

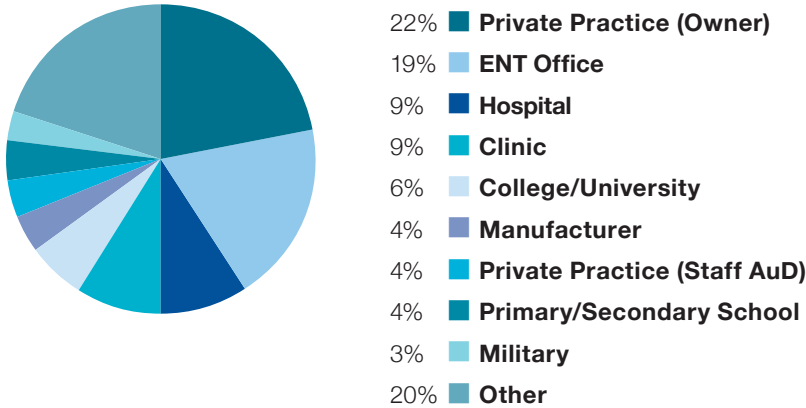
AUDIOLOGY TODAY



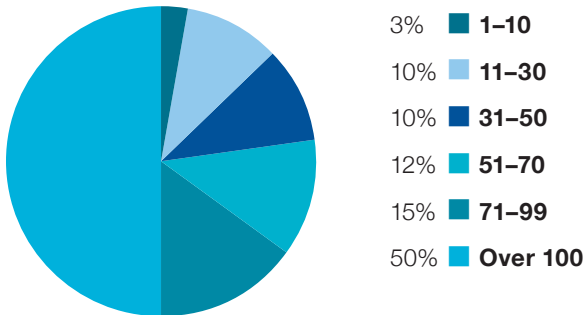
>> About Our Readers

Over 46% of Academy members consider *Audiology Today* their first choice for professional reading.

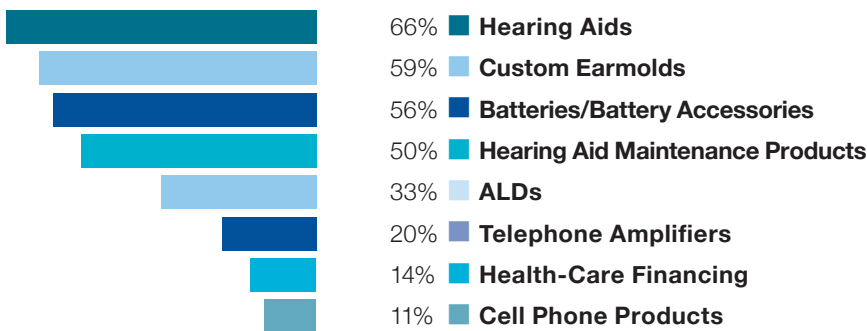
Work Setting



Patients Seen per Month



Products and Services Sold



Audiology Today provides you with:

>> OVER
10,400 audiologists

>> OVER
20% of readers are responsible for purchasing decisions.

>> OVER
1,500 readers have purchased a product or service as a result of seeing an ad in *Audiology Today*.

>> OVER
4,500 readers work in the private practice setting.

Demographic information was generated from the Academy's 2009 Publications and Media Survey of their members and includes analytical tracking of both Web sites and e-newsletter over a calendar year.

Audiology Today is the official member magazine of the Academy. Issued six times per year, *Audiology Today* is mailed to over 10,400 audiologists including, all Academy members and additional subscription holders.

In 2009, *Audiology Today* was honored by the Society of National Association Publications (SNAP) by winning two awards at it's 29th Annual EXCEL Awards. The magazine won a Bronze Award in the Magazine: Most Improved category and a Bronze Award in the Magazine: Redesign category for taking bold chances and delivering excellence in the association industry.

This award-winning publication is a credible source for information on professional topics, industry news, practice management, advocacy, and academy news to audiologists around the world.



✓
✓ **76%**
of members report spending over 10 minutes reading through their issues of *Audiology Today*.

✓
✓ **50%**
of members consider *Audiology Today* a "Must Read" magazine for the industry.

Demographic information was generated from the Academy's 2009 Publications and Media Survey of their members and includes analytical tracking of both Web sites and e-newsletter over a calendar year.

>> Advertising Rates

Display Advertising Rates

	1x	6x	12x
Full-Page	\$1,630	\$1,425	\$1,295
Half-Page	\$1,230	\$1,015	\$900
Quarter-Page	\$880	\$760	\$730

Color cost is per ad in addition to the ad cost.

Full-Color	\$1,375
2nd Color Matched	\$800

Premium Placement

	Percent of Ad Cost
Cover 2	35%
Page 1	15%
Table of Contents	25%
President's Message	15%
Cover 3	25%
Cover 4	50%
Misc. Placement	15%

Classified/Employment Line Listing Rates

Up to 50 Words	\$125
Each Additional Word	\$2

Insert Rates

	Per Issue
Bind-In Bound into the spine of the magazine.	\$5,700
Tip-In Glued to one of the signatures.	\$6,100

Advertiser is responsible for printing and shipping of inserts to *Audiology Today* printer in quantities of 5% over expected publication amount.

Agency Discount of 10% is valid to recognized agencies only, not valid on color or line listings.

>> Deadlines and Specifications

2010 Production Deadlines

Issue	Space Reservation	Material Submission	Mail Date
January/February	November 19, 2009	December 1, 2009	December 30, 2009
March/April	January 21, 2010	January 29, 2010	February 26, 2010
May/June	March 22, 2010	March 30, 2010	May 4, 2010
July/August	May 19, 2010	May 27, 2010	June 30, 2010
September/October	July 20, 2010	July 30, 2010	August 31, 2010
November/December	September 17, 2010	September 29, 2010	October 29, 2010

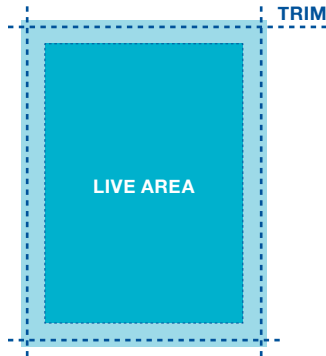
Material Submission Details

All print advertisements for *Audiology Today* must be delivered by the material submission deadline for the relevant issue. The procedure outlined below is designed to ensure the quick, accurate, and simple delivery and production of your advertisements.

- **Preferred File Format:** PDF files must be prepared at a minimum resolution of 300 dpi (press optimized) with no image compression and embedded fonts.
- **Acceptable File Format:** TIFF files must be prepared at a minimum resolution of 300 dpi and in CMYK color format.
- **Crop marks, printer marks, and document information should NOT be included in output file.**
- Images submitted in RGB color will be converted to CMYK. There is not a CMYK equivalent for many RGB colors. Matches will be as close as possible but may be imperfect.
- For best print quality, digital images used in the file should have a resolution of 300 dpi or greater.
- Live area on all full-page bleed ads should be at least .25" from the trim edge.
- Any images placed in a document at sizes larger than 100% will have their resolution reduced by the same percentage. We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications.

>> Specifications

Display Advertising Specifications

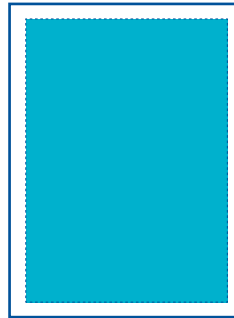


Full-Page

Live Area: 7.625" x 10.375"

Trim: 8.125" x 10.875"

Bleed: 8.375" x 11.125"
(Trim + .125" bleed)



Full-Page

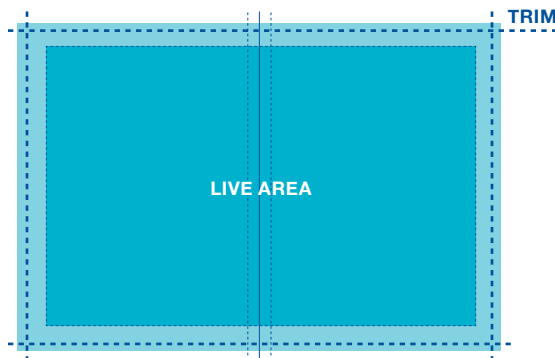
Live Area: 7.125" x 9.75"

SAFETY: Keep all text within the LIVE AREA

Full-page bleed ads must be a final size of 8.375" x 11.125"

Ad files must be the same size as ad.

Crop marks, printer marks, document information, and additional white space around the ad should NOT be included in output file.



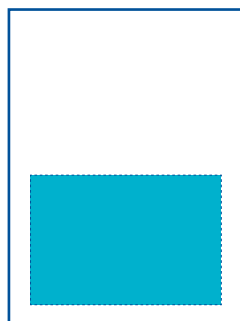
Spread

Live Area: 16" x 10.625"

Trim: Magazine trims to 16.25" x 10.875"

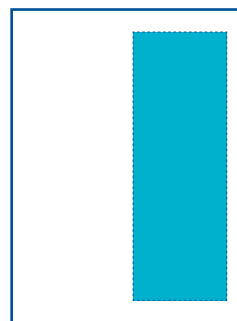
Bleed: 16.5" x 11.125"
(Trim + .125" bleed)

Gutter Allowance: 1.25" gutter required in center of spread. Avoid having text in this area.



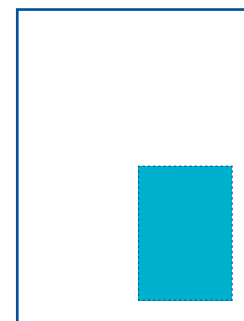
Half-Page Horizontal

Live Area: 6.625" x 4.5"



Half-Page Vertical

Live Area: 3.25" x 9.3125"

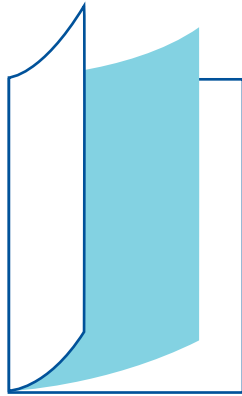


Quarter-Page

Live Area: 3.25" x 4.625"

>> Specifications

Insert Specifications

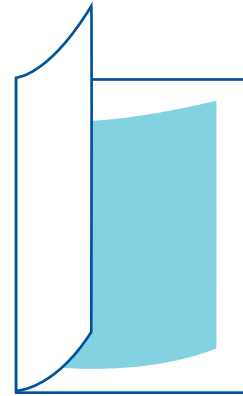


Bind-In

Minimum Size: 4.125" x 4.125"

Maximum Size: 8.625" x 11.375"
(will trim to Full-Page size)

Head Trim: All bind-ins need .125 head trim.



Tip-In

Minimum Size: 4.125" x 4.125"

Maximum Size: 8.625" x 11.375"
(will trim to Full-Page size)

Head Trim: Only tip-ins that trim will need .125 head trim.



To reserve space, contact

Christy Hanson

Marketing Manager

703-226-1062 | 800-222-2336

chanson@audiology.org