

IMPORTANT NEW INFORMATION CONCERNING PORTAL ADVERTISING RATES AND DIMENSIONS

Full Page \$3187.50
7-1/2" wide x 10" high

1/2 Page \$1687.50

- Horizontal format: 7-1/2" wide x 5" high
- Vertical format: 3-3/4" wide x 10" high

1/3 Page \$1187.50

- Horizontal format: 7-1/2" wide x 3-1/4" high
- Vertical format: 2-1/2" wide x 10" high
- Box format 4-1/2" wide x 5" high

1/4 Page \$875.00

- Horizontal format: 4-1/2" wide x 3-3/4" high
- Vertical format: 3-3/4" wide x 5" high

1/6 Page \$531.25

- Horizontal format: 4-1/2" wide x 2-1/2" high
- Vertical format: 2-1/4" wide x 3" high

1/8 Page \$437.50

- Horizontal format only: 3-3/4" wide x 2-1/2" high

NOTE: Prices shown are the total cost for one year (six issues). **All new ads must be in color** (electronic files must be supplied).

DEADLINES TO RECEIVE ARTWORK:

January/February 2009 Issue..... January 22, 2009
 March/April Issue..... March 12, 2009
 May/June Issue May 21, 2009
 July August Issue..... July 16, 2009
September/October Issue.....September 3, 2009
(ANNUAL MEETING ISSUE)
 November/December Issue.....November 12, 2009

IMPORTANT NOTICE ABOUT ELECTRONIC ADS

The Portal now accepts computer-generated files, graphics, and ads supplied on PC- or Mac-compatible Zip disks or CD-ROMs. **ADS SENT BY E-MAIL MUST BE .PDF FILES.**

When providing electronically-generated advertisements, your disk **MUST** be accompanied by a printout showing what the ad should look like. **IAM will not accept disks that arrive without a hard copy proof.**

In addition, advertisers must provide the following information along with the disk. Please use this checklist to ensure that you send everything that will be needed to accurately place your ad:

- Disk with ad (Zip or CD-ROM)
- Printout or hard copy proof
- ___color
- Note format: ___PC ___Mac
- Note program used to create the ad
 - ___ Quark: specify version _____
 - ___ PageMaker: specify version _____
 - ___ Corel: specify version _____
 - ___ Illustrator: specify version _____
 - ___ Other (specify): _____

PLEASE NOTE: We do not accept ads created in Publisher.



For further information about Portal display advertising, contact Belvian Carrington at IAM:
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