



The American Association of Surgical Physician Assistants Official AASPA.com website and AASPA Official Publication - Sutureline.

“AASPA The Premiere Multi-Specialty Organization for Surgical Physician Assistants”

Dedicated to the Service of Surgical PAs Since 1972



WEB-SITE: www.aaspa.com

Contact Reneé Powell, Director of Advertising/Media

PO BOX 781688, Sebastian, FL 32978

PHONE: 772-532-1409 email: theaaspa@aol.com

2017 RATE CARD

Effective rate date: January 1, 2017.

ADVERTISING OPPORTUNITIES ON THE AASPA WEBSITE www.aaspa.com

JOB POSTING WEB ADS

1 Month Posting online \$250.00

2 Month Posting online \$450.00

3 Month Posting online \$650.00

For web site posting only

Multimedia Deal- Website & Print Ad Combo Deal
Web Posting in conjunction with Sutureline Print Ad edition Add to above Print Ad Rate.

1 Month Posting online \$175.00

2 Month Posting online \$350.00

3 Month Posting online \$500.00

Discounts for Combine package:

With classified print ad edition discount will be given on the AASPA website Ad Posting with any print ad size.

Email copy/text files to may be sent to theaaspa@aol.com

BANNER WEBSITE AD RATES AASPA.COM

Rates apply to the industry standard 140x128 px sizes -

HOME PAGE RATES

	1 month	3 months	6 months	12 months
Home Page	\$700	\$1,875 (\$625 mo)	\$3,300 (\$550 mo)	\$6,000 (\$500 mo)

INTERIOR RATES

	1 month	3 months	6 months	12 months
Interior Pages	\$350	\$975 (\$325 mo)	\$1,650 (\$275 mo)	\$3,000 (\$250 mo)

There will be an extra charge of \$100/month for animated web advertisements. Each banner advertisement can be hyper-linked to the advertiser's designated home page or website of choice. The advertising company must supply all graphics.

Below are ad requirements:

Banner ads must be 140x128 px size for Home Page Ads and interior ads. Accepted formats: gif and jpg. SWF files (flash) available at additional charge. If the image needs to be resized to fit into one of the above dimensions, there will be an additional charge of \$100.00 for each change. If the banner ad needs to be updated with a new ad placement there will be an additional charge of \$100.00.

AASPA Newsletter Medical Journal SUTURELINE

PRINT AD RATES

CLASSIFIED JOB ADVERTISING RATES

FULL PAGE	1/2 PAGE	1/4 PAGE
\$995.00	\$575.00	\$295.00

Discounts for Combine package:

With classified print ad edition discount will be given on the AASPA website Ad Posting with any print ad size.

PRODUCT CORPORATE DISPLAY ADVERTISING DISPLAY AD RATES:

FULL PAGE	1/2 PAGE	1/4 PAGE
\$1,600.00	\$875.00	\$475.00

Black and White or Standard 4A Color fee: \$675.00

A finance charge of 1.5% mo. will be applied to all past due balance.

Color: Standard 4A Color fee \$675.00

MECHANICAL REQUIREMENTS

Ad Size	Dimensions (width/depth)
Full Page	7 ³ / ₄ " x 10 ¹ / ₄ "
1/2 Page (horizontal)	7 ³ / ₄ " x 5"
1/2 Page (vertical)	3 ³ / ₄ " x 10 ¹ / ₄ "
1/4 Page	3 ¹ / ₂ " x 5"

a) Hold live matter in 1/2" from all sides.

Keep live matter 1/4" from trim edges. Jogs to head

EDITORIAL Frequency: 6 Issues

Issues

January/February

March/April

May/June

July/August

September/October

November/December

Print Ad Closing Date Deadlines

January 10

March 10

May 1

Special Issue AAPA Meeting

July 10

September 1

Special Issue AASPA CME Meeting

Paper Stock: Pages 80 lb. coated: Cover, Co 2, back & cover 4. Interior pages 80 lb uncoated

Type of Binding: Saddle stitched

Reproduction Requirements: Material desired in digital form. Printing: Body and covers printed sheet fed.

Digital files may be sent to:

Email files to Renee Powell: theaaspa@aol.com Or to Leesburg Printing-Website download your file at www.leesburgprinting.com