

# SJ FIRST

## TECHNICAL REQUIREMENTS & RATES 2017

125K issues delivered by US Mail bi-monthly to AAA Members in Camden, Gloucester, Salem, and Cumberland counties.

SPACE	SIZE	1X	3X	6X
Full Page	7.25 x 10	\$3,950	\$3,555	\$3,350
2/3 Page	3.79 x 9.70	\$2,850	\$2,550	\$2,400
1/2 Page H	7.25 x 4.49	\$2,300	\$2,070	\$1,950
1/3 Page H	7.25 x 2.18	\$1,500	\$1,350	\$1,275
1/3 Page V	2.43 x 9.74	\$1,500	\$1,350	\$1,275
1/3 Page Sq	4.63 x 4.75	\$1,500	\$1,350	\$1,275



\*Costs are per issue

### Preferred Position Pricing:

Inside Front or Inside Back cover: \$4,350 (Discounts available for multi-issue purchases)

Back Cover: \$4,750 (Discount available for multi-issue purchases)

Full page ads only for covers. No other specific placements can be guaranteed.

<b>FULL PAGE</b> 7.25 x 10	<b>2/3 PAGE</b> 3.79 X 9.70	<b>1/3 PAGE VERTICAL</b> 2.43 X 9.74	<b>1/3 PAGE HORIZONTAL</b> 7.25 x 2.18	
			<b>1/3 PAGE SQUARE</b> 4.63 x 4.75	<b>1/2 PAGE HORIZONTAL</b> 7.25 x 4.49

### Deadlines:

All files are due 6 weeks prior to publication date.

Publication dates are as followed:

Jan. 1, March 1, May 1, July 1, Sept. 1, and Nov. 1.

### Electronic File Submission

Quality reproduction is subject to quality of materials received. The following file types are accepted:

- PDF (strongly recommended) Optimized for Press (high resolution). Embed 100% of fonts used. Allow a 3 pica bleed where applicable.
- TIFF or EPS Include fonts and links with eps files. Type should be converted to outline.
- CD or zip disks accepted.
- All ads must be accompanied by a printed laser or color proof.

### Credit & Commissions

- Agency commission of 15 percent is granted to recognized ad agencies. SJ FIRST will consider advertisements from firms that have a direct business relationship with the AAA South Jersey club or those that offer a special benefit to the Club's members.
- All payments are due 30 days after the date of invoice. Make all checks payable to AAA South Jersey.
- To establish credit, payment must be received by the art due date of the issues in which the advertisement will appear. If an advertiser does not maintain a satisfactory credit history, they will be required to prepay an additional three insertions in order to regain credit privileges.
- Current advertisers will be protected at their contract rates from the period of their contract if new rates are announced.