

# Action

A Publication of  United Spinal Association

## 2010 Advertising Rates

### Display Advertising

Frequency*	1x	3x	6x
Full Page	\$1005	\$950	\$920
1/2 Page Island	\$930	\$895	\$850
1/2 Page	\$760	\$725	\$680
1/4 Page	\$585	\$570	\$545

**Cover 2:** 35% premium on earned b & w rate  
**Cover 3:** 25% premium on earned b & w rate  
**Cover 4:** 50% premium on earned b & w rate  
**ToC:** 10% premium on earned b & w rate

### Color Rates

a. Second Color per page: \$575    b. 4/Color per page: \$1,150

### Earned Rates

Based upon accumulated space during 12-month period.

### Agency Commission

15% color and position charges are commissionable.  
 All extra charges are non-commissionable.

### Classified Advertising

Column Inch Ads	1x	2x	3x** (Cost per Issue)
Column Inch B&W	\$50	\$47	\$45

(Minimum ad: 1 col. inch)

\*\*In order to earn frequency rates, your ad must be placed at the same time for 3 or more issues. If ad is cancelled, credit will be based on the frequency rate earned.

### Word Ads\*

Word ads\*  
 Cost is based on the number of words. Examples of one word are two initials, an abbreviation, a dollar sign and up to five digits, a city like "New York," a state and a zipcode. Telephone numbers, email and websites are also one word.  
 30 words or less            \$50 Each additional word            95¢  
 \* No agency discounts honored for word ads.

### To advertise contact:

**Leonard Media Group**  
 415 Horsham Road  
 Horsham, PA 19044  
 215-675-9133  
 215-675-9376 (fax)

**Sales:**  
**Chrissy Carroll ext 209**  
*cbrissy@leonardmedia.com*  
  
**Amy Blackmore ext 206**  
*amy@leonardmedia.com*

**Send materials to:**  
**Andrea Dimech**  
 Senior Graphic Designer  
 United Spinal Association  
 (718) 803-3782 x7221  
 (718) 803-0414 (fax)  
*adimech@unitedspinal.org*  
<http://www.unitedspinal.org/uploads>

**Publisher:**  
**United Spinal Association**  
 75-20 Astoria Boulevard,  
 Jackson Heights, NY 11370  
 Tel: 800.404.2898

### 2010 Closing Dates

Issue	Reservations	Material	Mail Date
Jan/Feb	12.08.09	12.10.09	12.30.09
Mar/Apr	2.07.10	2.10.10	2.26.10
May/June	4.12.10	4.14.10	4.30.10
Jul/Aug	6.03.10	6.10.10	6.28.10
Sep/Oct	8.05.10	8.12.10	8.30.10
Nov/Dec	10.07.10	10.14.10	11.01.10

*Dates subject to change.*



**Circulation**  
**12,000**

**Special bonus distribution during our premier events in April, May, June, August and October**

## Mechanical Requirements

### Unit Sizes

	Non-Bleed			Bleed		
	Width		Height	Width		Height
Full Page	7.5"	x	10.0"	9.0"	x	11.5"
1/2 Page H.	7.5"	x	5.0"	n/a	x	n/a
1/2 Page V.	3.75"	x	10.0"	n/a	x	n/a
1/2 page Island	4.625"	X	7.5"	n/a	X	n/a
1/4 Page	3.75"	x	5.0"	n/a	x	n/a

Live matter should be kept to a minimum of 1/4" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

### Final trim size of the publication

8.5" x 11"

### Halftone Screen

Covers, inside, 4/color process, CMYK: 133–150 line screen.

### Reproduction Requirements

Ads under 4 MB may be sent via e-mail to: [adimech@unitedespinal.org](mailto:adimech@unitedespinal.org). If larger, they can be uploaded via FTP to <http://www.unitedespinal.org/uploads> or put on disk and mailed to Andrea Dimech at United Spinal Association, 75-20 Astoria Blvd., Jackson Heights, NY 11370. Please indicate via e-mail if sending via FTP or mail.

Preferred method is Acrobat 8.0 PDF. Fonts and images must be embedded. No OPI or ICC Profiles. Bitmapped or grayscale images for B/W ads. CMYK images for ads that contain any color. All images must be saved as 300 DPI @ 100% of the finished size. Native files can be supplied as Macintosh Adobe InDesign CS3, Adobe Photoshop CS3 or Adobe Illustrator CS3. Screen/printer fonts and images must be collected. Image files (pictures/logos) must be saved as TIFF, EPS and/or PDF. Please indicate the publication in which the ad is being placed in your subject line.

### Production Charge

The publication will subset advertisements in most regular typefaces upon request. Typesetting fee is 10% of the one-time ad cost shown. Special requests will be billed to the advertiser and/or advertising agency at the then prevailing rates. Minor copy changes for subsequent issues are made at no additional expense. When time permits, display ad proofs only are sent for approval prior to publication.

**Paper Stock:** a. Inside pages: Uncoated b. Covers: Uncoated

**Type of Binding:** Saddle Stitch

### Insertion Order and Copy Regulations

- New ads subject to approval by editor and publisher.
- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (**proof of ad to be furnished**), plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions, that conflict with the publisher's stated policies will be binding on the publisher.
- Advertisers and advertising agency agree to indemnify, defend and hold harmless the publisher for any and all liability for content (**including text, illustrations, images, sketches, maps, trademarks, labels or other copyrighted material**) or advertisements printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year, a 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate of the subsequent or past periods.
- Cancellation of space order forfeits the right to position protection
- The Advertiser Index (**if published**) is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above the space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- When change of ad, covered by an uncanceled insertion order, is not received by the closing date, ad run in the previous issue will be inserted.
- Requests for specified position at R.O.B. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
- Advertisements ordered set and not used will be charged for composition.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.