

## MAGAZINE ADVERTISING – page 1 of 3



*Reach over 2,000 healthcare foodservice professionals in the quarterly publication they truly value – a unique industry resource tailored to the only association of its kind.*

AHF Membership is required to advertise.

### *2011/2012 Editorial & Advertising Schedule:*

Advertising Deadline	Issue	Focus
March 4, 2012	3rd Quarter, May 2012	Going Green & Sustainability
June 2, 2012	4th Quarter, August 2012	The Future of Healthcare Foodservice
September 9, 2011	1st Quarter, November 2011	TBD
Novemeber 18, 2011	2nd Quarter, February 2012	TBD

### *2011/2012 Advertising Rates - 4 Color:*

Frequency	4 Issues	3 Issues	2 Issues	1 Issue
Two-Page Spread	\$18,000.00	\$15,000.00	\$10,000.00	\$5,000.00
Inside Front or Back Cover Ad	\$13,000.00	\$10,500.00	\$7,000.00	\$3,500.00
Full Page Ad	\$11,000.00	\$9,000.00	\$6,000.00	\$3,000.00
Three Quarter Page Ad	\$8,000.00	\$6,800.00	\$4,500.00	\$2,250.00
Half Page Ad	\$7,000.00	\$6,000.00	\$4,000.00	\$2,000.00
One-Third Page Ad	\$6,500.00	\$5,250.00	\$3,500.00	\$1,750.00
One-Quarter Page Ad	\$5,500.00	\$4,500.00	\$3,000.00	\$1,500.00
Advertising Insert or Poly Bag	TBD	TBD	TBD	TBD



## Advertising Index

All advertising will be included on the Advertising Index page, listed by company name along with page number of advertisement within each issue.

## Advertising conditions

- There are a limited number of advertisements available per issue.
- Variety of ad sizes available (see chart below).
- Discounts apply for multiple issue advertisements.
- Design services available on per hour basis.
- Rates are subject to change without notice.
- The publisher reserves the right to refuse any advertisement at any time which does not meet its standards.
- All files are subject to review by our staff for printing or technical issues.

## Dimensions:

One-Quarter Page Ad	3.5" x 4.75"
One-Third Page Ad	2.5" x 10"
One-Half Page Ad	7.5" x 4.75" (horizontal)
One-Half Page Ad	3.5" x 10" (vertical)
Three-Quarter Page Ad	5" x 10"
Full Page Ad	7.5" x 10" (without bleed)
Full Page Ad	8.5" x 11" (add additional .125 inch for bleed)
Inside Front Cover	8.5" x 11" (add additional .125 inch for bleed)
Inside Back Cover	8.5" x 11" (add additional .125 inch for bleed)
Two Page Spread	17" x 11" (add additional .125 inch for bleed)

## Premium Ad Placement

For 20 percent more than the ad rate for your insertion level, you can have your company featured in the inside front cover or inside back cover of the magazine. For 15 percent more than the ad rate, secure placement in the first five pages of the publication. (Advertising space is limited so premium placement will be sold on a first-come, first-served basis).



## Specifications and Methods of Delivery:

- File Requirements Via Internet (preferred) - JPG, PDF, TIFF or EPS.
- CD-ROM - Native Files - All high-resolution images and fonts must be included in the file.
- Only use Type1 fonts –no TrueType fonts or font substitutions. Images should be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 450 dpi. If images have been enlarged in a page layout program, the dpi must be between 300 and 450 at their final, scaled measurement.
- Line art or 1-bit images must be at least 800 dpi at their final scaled measurement. Do not nest EPS file into other EPS files. File should include standard trim, bleed and crop marks, 1/2" outside trim (no marks included in the live image area).

### Files can be sent to:

lhoughton@hqtrs.com

*or*

Lorraine Houghton, AHF Sales Manager  
FSA Management Group  
455 South Fourth Street  
Suite 650  
Louisville, KY 40202  
Phone: (888) 528-9552 or (502) 574-9036

## Other Services to Advertisers:

Editorial reprints are available. Contact Lorraine Houghton for pricing at lhoughton@hqtrs.com or by phone at (502) 574-9036.

## Cancellation Policy:

Contracts and orders for insertion are due by the closing date of the issue and cannot be cancelled after that date.

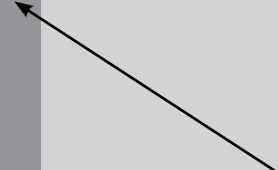
*\*AHF reserves the right to refuse any advertisement we believe is incompatible with our mission. We also reserve the right to refuse any advertisement we deem competitive or contrary to the best interests of the association. Advertiser and its agency accepts full responsibility for the content of all advertising and holds AHF free and clear from any claims, liability or damages arising out of the advertisement or on behalf of advertiser.*

MAGAZINE ADVERTISING SPECS



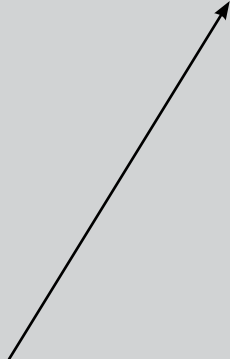

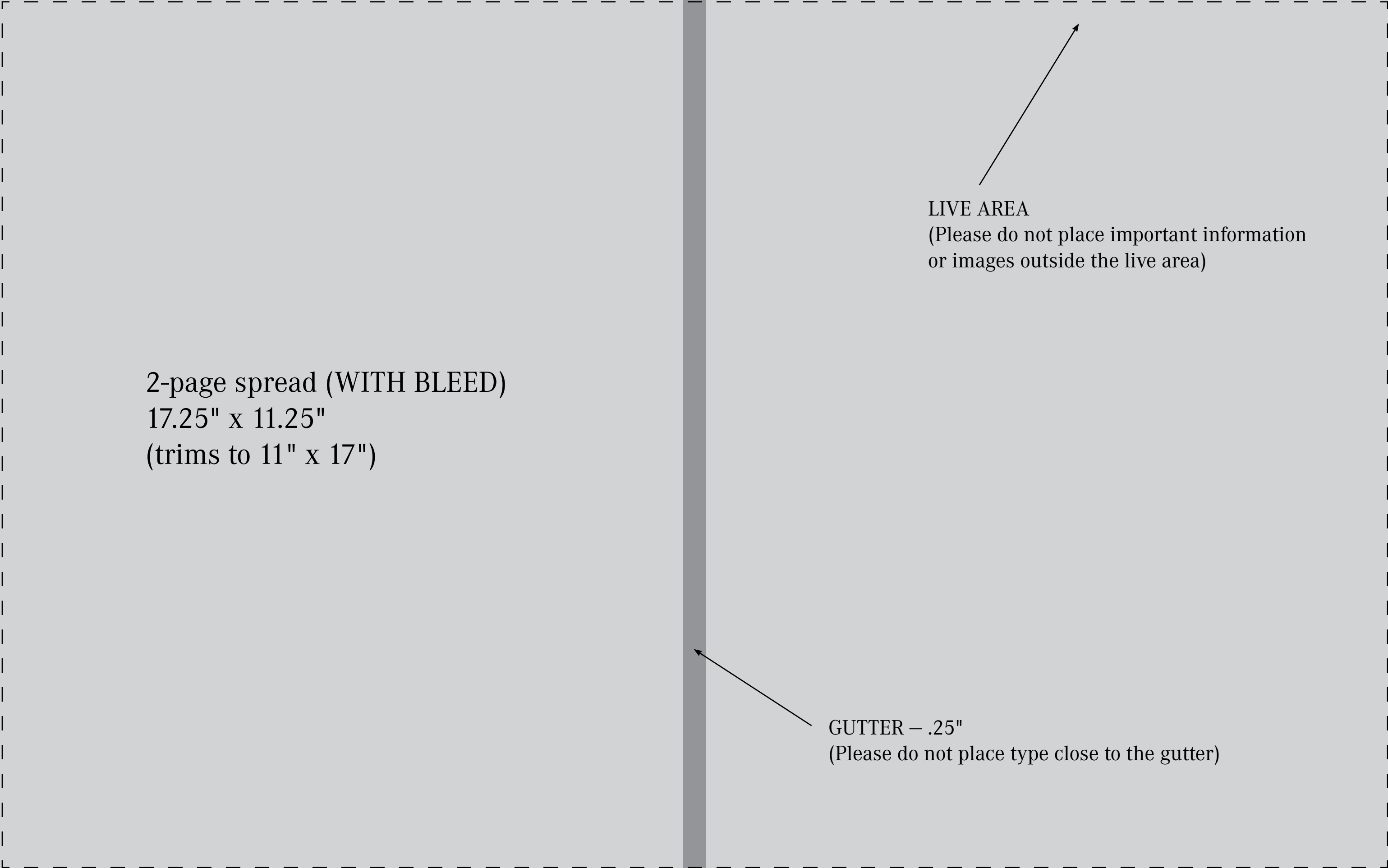
1/2 page ad  
(horizontal)  
7.5" x 4.75"

2-page spread (WITHOUT BLEED)  
10" x 16"

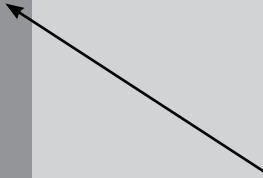


GUTTER - .25"  
(Please do not place type close to the gutter)

2-page spread (WITH BLEED)  
17.25" x 11.25"  
(trims to 11" x 17")



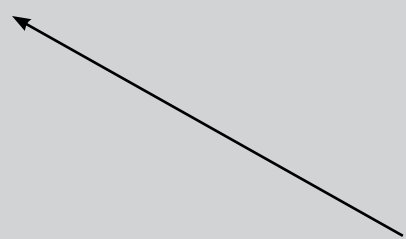
LIVE AREA  
(Please do not place important information  
or images outside the live area)



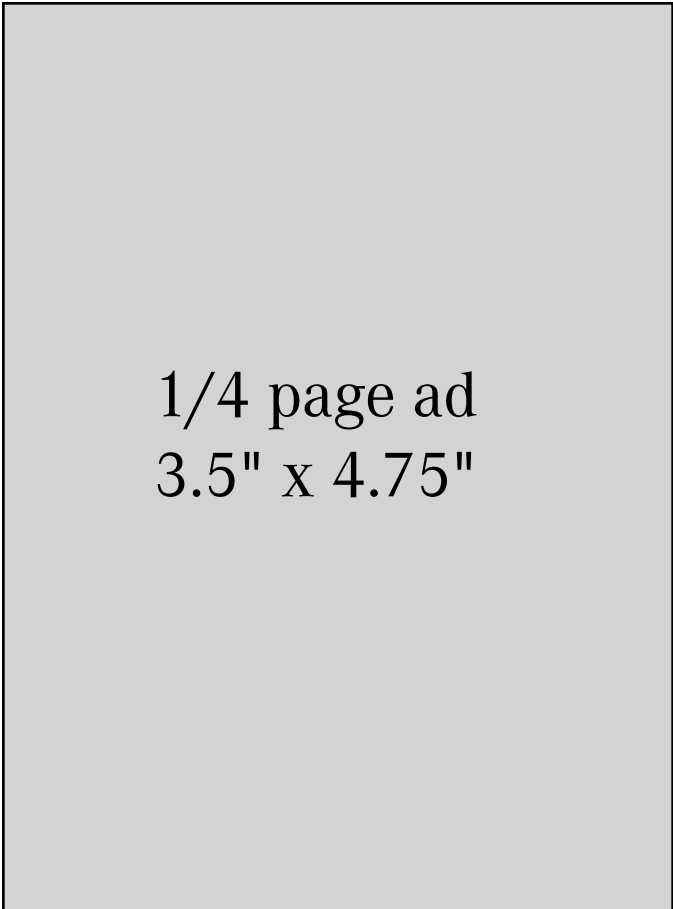
GUTTER – .25"  
(Please do not place type close to the gutter)

full page ad  
(WITHOUT BLEED)  
7.5" x 10"

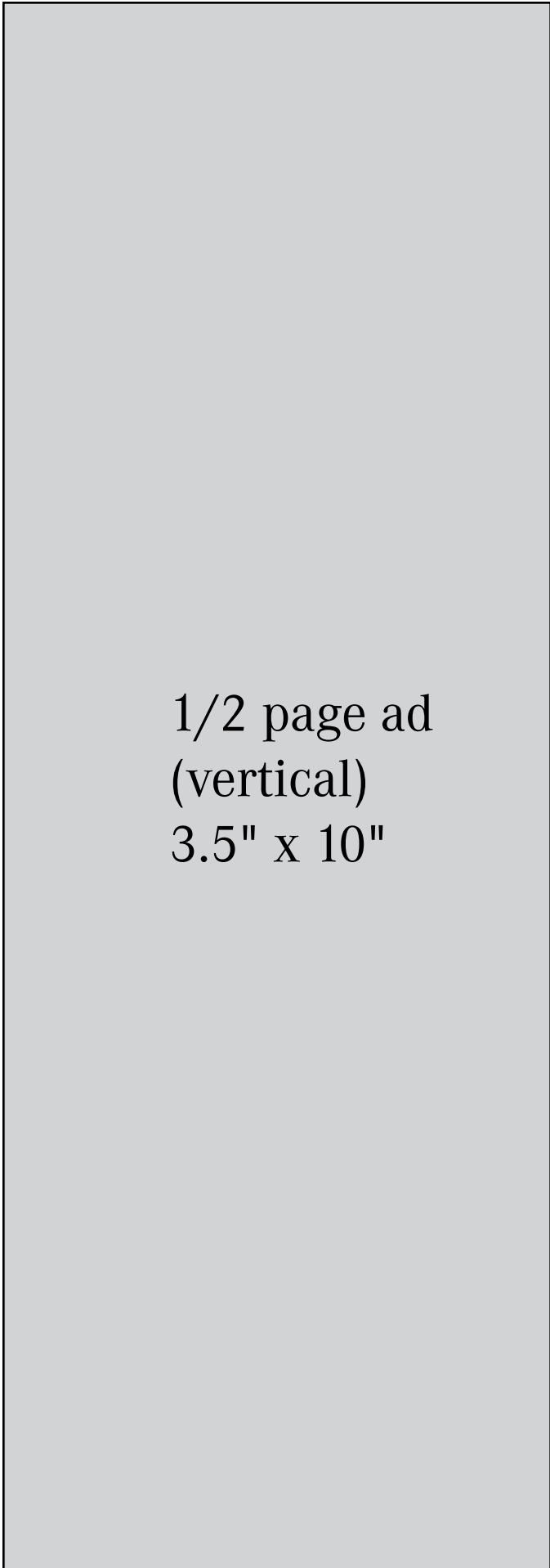
full page ad (WITH BLEED)  
8.75" x 11.25"  
(trims to 8.5" x 11")



LIVE AREA  
(Please do not place important information  
or images outside the live area)



1/4 page ad  
3.5" x 4.75"



1/2 page ad  
(vertical)  
3.5" x 10"

1/3 page ad  
2.5" x 10"

3/4 page ad  
5" x 10"