

RESERVATION & MATERIAL DUE DATES

The *Journal of Athletic Training* is a bi-monthly publication. Space and material due dates are listed below or online at: WWW.NATA.ORG/MARKETING

PRINTING SPECIFICATIONS

150 line screen, web press, notch bound

Trim size: 8-3/8" x 10-7/8"

Macintosh or PC-formatted disk with ad provided in native file and as a .PDF, .EPS or TIFF file.

- Fonts must be embedded and/ or converted to outline
- Hard copy must be mailed or faxed

Bleed requirements: Copy must measure at least 8-5/8" x 11-1/8" with usable area within 8-1/8" x 10-5/8"

Four-color: NATA requires a color proof. PMS colors must be submitted as four-color process.

MATERIAL SUBMISSION

Please refer to page 6 for submission options and instructions.

Journal of Athletic Training Advertising Rates/ Frequency (gross)

	Open Rate	2x	4x	6x	Advertising Sizes	
					Horizontal	Vertical
Discount		3%	6%	9%		
4-Color						
Full Page	3138	3044	2950	2856	7" x 10"	
1/2 Page	2665	2585	2505	2425	7" x 4-7/8"	
Black & White						
Full Page	2125	2061	1998	1934	7" x 10"	
1/2 Page	1653	1603	1554	1504	7" x 4-7/8"	
2-Color						
BW Rates	+ 350					
Premium & Covers						
Second	-	-	4118	3972		
Third	-	-	3855	3719		
Fourth	-	-	4998	4821		
Insertion	3500					

Production Schedule/ Deadlines

The *Journal of Athletic Training* is a bi-monthly publication. For production schedule and deadlines, please contact Bill Cunningham at bcunningham@allenpress.com or (800) 627-0326 ext. 234