

## Display Rates

### One Page

One time	Four time
\$1,250.00	\$1,125.00

### Half Page Island

One time	Four time
\$825.00	\$745.00

### Half Page

One time	Four time
\$750.00	\$675.00

### Third Page

One time	Four time
\$500.00	\$450.00

### Quarter Page

One time	Four time
\$375.00	\$338.00

## Color Rates

### Additional cost per page

Process	\$350.00 per color
PMS, standard red, green	\$550.00 per color
Metallic	\$600.00 per color
Four color	\$800.00

## Bleeds

No additional charge for bleeds on full-page color or black and white advertisements.

Crossovers (on double-page spreads) \$300.00

## Special Positions

All requested special positions, other than covers and page one, 15% of space rates

### Page One or Third Cover

One time	Four time
\$1,400.00	\$1,260.00

### Second Cover (includes 4 color)

One time	Four time
\$2,375.00	\$2,150.00

### Fourth Cover (includes 4 color)

One time	Four time
\$2,875.00	\$2,600.00

## Closing Dates

### Spring 2009 *AI Magazine*

(March-May issue)

*Editorial Closing Date:* Friday, 28 November 2008

*Space Reservations Closing:* Friday, 30 January 2009

*Electronic Materials Closing:* Friday, 6 February 2009

*Publication Date:* Friday, 20 March 2009

### Summer 2009 *AI Magazine*

(June-August issue)

*Editorial Closing Date:* Friday, 27 February 2009

*Space Reservations Closing:* Friday, 24 April 2009

*Electronic Materials Closing:* Friday, 1 May 2009

*Publication Date:* Friday, 19 June 2009

### Fall 2009 *AI Magazine*

(September-November issue)

*Editorial Closing Date:* Friday, 22 May 2009

*Space Reservations Closing:* Friday, 31 July 2009

*Electronic Materials Closing:* Friday, 7 August 2009

*Publication Date:* Friday, 18 September 2009

### Winter 2009 *AI Magazine*

(December-February issue)

*Editorial Closing Date:* Friday, 28 August 2009

*Space Reservations Closing:* Friday, 30 October 2009

*Electronic Materials Closing:* Friday, 6 November 2009

*Publication Date:* Friday, 18 December 2009

### Spring 2010 *AI Magazine*

(March-May issue)

*Editorial Closing Date:* Friday, 27 November 2009

*Space Reservations Closing:* Friday, 29 January 2010

*Electronic Materials Closing:* Friday, 5 February 2010

*Publication Date:* Friday, 19 March 2010

### Summer 2010 *AI Magazine*

(June-August issue)

*Editorial Closing Date:* Friday, 26 February 2010

*Space Reservations Closing:* Friday, 30 April 2010

*Electronic Materials Closing:* Friday, 7 May 2010

*Publication Date:* Friday, 18 June 2010

## Electronic Specifications

Ads must be submitted in PDF/X1a:2001 format, with all fonts embedded, and any halftone artwork at sufficient resolution to print using a 175 line halftone screen (350 dpi minimum). All embedded fonts must be Type 1 or OTF (no Truetype or Type 3 fonts). A proof is required. *AI Magazine* will not be held responsible for the content or output of customer supplied media if an accurate proof is not supplied. Ads not supplied electronically will be scanned or rebuilt and a production charge will be assessed. See [www.certifiedpdf.net](http://www.certifiedpdf.net) (St. Croix Press, Wisconsin) for preflight certification.

## Changes

A charge will be made for any changes required in advertising material. Changes requested after the camera-ready copy deadline are on an "if possible" basis only, and *AI Magazine* will not be responsible for corrections made by the printer. Client takes full responsibility for the accuracy of files supplied.

## Oversize Ads

We reserve the right to reduce material which is larger than our specified sizes, and to charge for the services involved.

## Terms

Payment in full is due by materials closing date unless credit has been established with AAAI. A 10% penalty, plus a \$100.00 service charge will be levied on short-rated billings. Bills not paid within 30 days may cause cancellation of subsequent insertions and loss of discount, applied retroactively to beginning of contract. Accounts over 30 days past due will be subject to 1-1/2% per month (18% APR) interest charge. The 15% commission will not be allowed on any bills past due for 60 days or longer. AAAI may automatically cancel without prior notice any current space reservations or frequency contracts from advertisers or agencies with outstanding invoices for advertising placed in prior issues. The 15% commission will not be granted if ad materials need conversion. Insertion implies acceptance of all terms of the advertising contract.

## Direct Mail List Rental

### Rates

\$250.00 per thousand.

### Commissions

Mailing list rental rates are noncommissionable.

### Discount

Nonprofit organizations and qualified publishers are entitled to a 20% discount off the list rental fee (but not the handling charge).

### Available Selection Criteria

Available, at no additional charge, is either the entire US list or the entire foreign list.

### Form

Provided electronically in comma-quote delimited ASCII format as an e-mail attachment.

### Handling and Postage

A \$100.00 handling charge is added to the cost of each list ordered.

### Orders

Mailing-list orders are available only from AAAI, 445 Burgess Drive, Menlo Park, California 94025-3442. (650) 328-3123.

### Terms

Prices shown are for one-time use only. Orders must be submitted in writing, and payment in full must accompany orders from new accounts. One copy of the mailing piece must be submitted with the order. All orders are subject to approval by AAAI. Lists cannot be returned or exchanged after delivery and cancellations for work in progress will be charged on the basis of amount completed plus \$75.00. We shall not be held liable for any damages or loss sustained by the purchaser through the purchase or use of our list. We shall not be liable for any special or consequential damages, and in no event shall our liability exceed the cost of the list.

Lists may not be copied, distributed, transmitted, transcribed, translated, or duplicated in any form or by any means without prior permission of AAAI.

## Mechanical Specifications

*AI Magazine* is printed blanket-to-blanket on a perfecting web press from offset plates made from negatives. Signatures are gathered in 16, 24, or 32 page increments.

### Line screen

Four color screen recommended is 150.

### Halftones

The halftone screen is 133 line screen, 90% shadow, 5% highlighting, 140% maximum density

### Multicolor Film

PDF files for text must contain 4-point register marks placed in the center of all pages ½ inch outside the printed image. Live matter not intended to bleed must be at least ⅙ inches inside trim. Bleeds must extend at least ¼ inch beyond trim. Because there is a certain amount of gain on web presses (approximately ten percent), this must be taken into account when preparing either four-color or black and white PDF ads. The recommended dot range is 5% highlight to 85% shadow. Tints above 85% will print as solids. Four color saturation should not exceed 240%. Two color saturation should not exceed 160%. Color sequence is black, cyan, magenta, yellow.

## Page Specifications

*(Width measurement is provided first; bleed available on full page advertisements only; nonbleed and live dimensions are identical; measurements are provided in inches.)*

Trim Size: 8.375 x 10.875

Full Page (*nonbleed & live*): 7.109 x 9.125

Full Page (*bleed*): 9 x 11.5

Half Page Island (*nonbleed & live*): 4.656 x 6.375

Half Page Horizontal (*nonbleed & live*): 7.109 x 4.375

Half Page Vertical (*nonbleed & live*): 3.429 x 9.125

Third Page Vertical (*nonbleed & live*): 2.203 x 9.125

Third Page Horizontal (*nonbleed & live*): 7.109 x 3

Quarter Page (*nonbleed & live*): 3.429 x 4.5

Gutter Clearance: .375



*Rate Card*  
*2009*