



THP 2019 (digital & print) Insertion Order

ADVERTISER

Company Name: _____

Contact: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Term: 1X 2X 3X 4X (circle one)

Ad to appear in quarterly issue(s)

(check all that apply)

- Jan-Feb-Mar — Closing Date: Feb. 1, 2019 (artwork due 2/7/19)
- Apr-May-Jun — Closing Date: April 15, 2019 (artwork due 4/22/19)
- Jul-Aug-Sep — Closing Date: June 24 2019 (artwork due 7/1/19)
- Oct-Nov-Dec — Closing Date: Oct. 17, 2019 (artwork due 10/24/19)

Premium Position Request

- Inside Front Cover
- Inside Back Cover
- President's Message (page 4)
- Back Cover

Ad Size

- Full page
- 1/3 page
- Classified
- 1/2 page
- 1/4 page

Ad Color

- Full color
- Black & White

Total Cost \$ _____

Authorization

Authorized by: _____

Date: _____

Fax or email a signed copy of this insertion order to:

advertising@ihinfo.org or
The Hearing Professional
Advertising Department
734.522.0200

Ad file Specifications:

Trim size: 8.5" W x 11" H

Full page ad dimension with bleed included:
8.75" W x 11.25" H

Bleed: Include .125" (1/8") bleed on all 4 sides
of full page ads, text elements and non-bleeding
ad elements should be .375" (3/8") inside the
trim edge. There is no extra charge for bleeds.

You will be invoiced upon publication or you may pay in advance with credit card:

Payment Information

Name: _____

Card #: _____ Exp. Date: _____ Security Code: _____

Card Zip Code: _____

Signature: _____

15% Agency discount given to recognized agencies only; not valid on classifieds ads. Discount applied to space rate only.

2019 Rates & Specifications

Full Color Ad	1X	2X	4X
2-page spread	\$3,590	\$3,490	\$3,375
Full page	\$2,112	\$2,053	\$1,985
1/2 page	\$1,665	\$1,630	\$1,542
1/3 page	\$1,518	\$1,486	\$1,469
1/4 page	\$1,309	\$1,285	\$1,248
Black & White Ad	1X	2X	4X
Full page	\$1,349	\$1,290	\$1,222
1/2 page	\$902	\$867	\$779
1/3 page	\$756	\$723	\$706
1/4 page	\$546	\$522	\$485
Premium Positions (Full page, color only)	1X	2X	4X
Inside front cover	\$2,204	\$2,136	\$2,062
Inside back cover	\$2,204	\$2,136	\$2,062
President's message	\$2,204	\$2,136	\$2,062
Back cover	\$2,382	\$2,322	\$2,221
Classified Ads			
<p>\$.99 per regular word \$1.15 per boldface or all-capped word \$20 additional for boxed ad \$50 additional to include logo \$50 minimum for all classified ads</p>			

Mechanical Requirements

The Hearing Professional is produced via offset lithography process. SWOP standards apply.

Binding: Saddle stitch

Ad file Specifications:

Trim size: 8.5" W x 11" H

Full page ad with bleed size:
8.75" W x 11.25" H.

Bleed: Include .125" (1/8") bleed on all 4 sides of full page ads. Text elements and non-bleeding ad elements should be .375" (3/8") inside the trim edge. There is no extra charge for bleed.

Ads must be provided in high resolution (300 dpi) rasterized or vector format and output in either hi-res PDF, jpg, or tif file formats.

Preferred format is pdf files using PDF/x-1a standards or as a press-quality pdf.

All fonts must be embedded.

All images and colors must be defined in CMYK or grayscale color mode, never RGB or LAB color modes. All spot and/or PMS colors must be converted to CMYK process.

- Full page:** Live Area: 7.75" W x 10.25" H
Trim: 8.5" W x 11" H
Bleed: 8.75" W x 11.25" H
- 1/2 page:** 7.5" W x 4.75" H
- 1/3 page:** 2.375" W x 9.125" H
- 1/4 page:** 3.625" W x 4.75" H
- Back page:** Live Area: 7.75" W x 9.5" H
Trim: 8.5" W x 9.5" H
Bleed: 8.75" W x 9.75" H

