



## Mechanical Specifications

**Trim size: 8.5 x 11" Live area: 7.5 x 9" – No Bleed**

<u>Ad Space Unit</u>	<u>Width</u>	<u>Height</u>
Magazine Page	7.5"	9"
½ page (horizontal)	7.5"	4.5"
1/3 page	4.75	4.875"

## Deadlines

### Annual Report

Ad Closing Date: January 13  
Materials Due: January 19  
Anticipated Publication/Mail Date:  
Week of Feb 6

### March/April 2012

Ad Closing Date: February 17  
Materials Due: February 22  
Publication date: Week of March 19  
FOCUS: Health Information Update\*

### May/June 2012

Ad Closing Date: April 13  
Materials Due: April 19  
Publication date: Week of May 14  
FOCUS: Workforce

### July/August 2012

Ad Closing Date: June 11  
Materials Due: June 20  
Publication date: Week of July 9  
FOCUS: Medical Home update

### September/October 2012

Ad Closing Date: August 13  
Materials Due: Monday August 21  
Publication date: Week of Sept. 10  
FOCUS: Public Health

### November/December 2012

Ad Closing Date: October 15  
Materials Due: October 22  
Publication date: Nov. 7  
FOCUS: Illinois Reform Updates

\*Issue focus as listed above can change at the IAFP's discretion

IAFP requires a signed Display Ad Contract, which is sent to you via e-mail. Advertisers may reserve space for one issue, multiple issues or all six issues. Signed contracts are due by the posted ad closing date. Please contact IAFP for any materials deadline extension requests.

- Cancellation: There is no penalty for canceling an ad more than 10 days prior to the ad closing date. A \$200 penalty applies to cancellations made within 10 days of the ad closing date. **Ads cannot be canceled after ad closing dates**, and the advertiser will be charged the full price agreed to in the contract.
- Early Termination: If an advertiser has a contract for 5 or 6 issues (and thus a reduced rate per issue) and cancels the contract prior to the final issue, IAFP will bill for the balance of the single-issue rate for all ads. For example, a full-page ad contract that is cancelled before 5 issues will be charged the 1-issue ad rate of \$950 for every ad that ran and billed the balance.
- Ads must be submitted in the proper size and color
- Ads submitted in unacceptable file types (Word, Quark) will be returned to the advertiser for conversion to an acceptable format.