



The
Human
Anatomy &
Physiology
Society

Advertising Rates & Specification Sheet HAPS *EDucator* On-Line

Deadlines for submission:

August 1 – Fall issue
November 1 – Winter issue
February 1 – Spring issue
April 15 – Summer issue

Electronic Formats:

- pdf – high resolution
- Illustrator
- .jpeg files
- .eps files
- Photoshop

Include **all** fonts and linked artwork.

Advertising Rates All Ads in Color	1	2	3	4
Run Times				
Full page premium inside cover				
Rate	420	380	365	335
Total Cost	420	760	1095	1340
Full page inside				
Rate	395	370	340	315
Total Cost	395	740	1020	1260
Half page inside				
Rate	275	255	230	210
Total Cost	275	510	690	840
Quarter page inside				
Rate	175	165	155	130
Total Cost	175	330	465	520

Specifications & Requirements:

Final trim size – 8.5 x 11
Bleed – 1/8 inch
All text at least 1/8 inch from edge
Standard ad space (W x H)
¼ page - 3.5 x 4.5
½ page – 7.5 x 5
Full page – 7.5 x 10

If received artwork is not one of the above electronic formats, there may be additional charges. HAPS reserves the right to reject any advertising considered non-conforming to HAPS standards.

Terms: All rates are payable at time of ad placement.

Priority Placement: All ads will be placed on a “first come/first serve” basis.

Rates and specifications effective Feb 1, 2010

Company	
Contact Name	
E-mail	
Phone	
Ad type/ Run time	
Ad attached or will send?	
Special Instructions	

Send ad spec sheet to admin@hapseweb.org as an e-mail attachment, FAX to 706-883-8215 or postal mail to HAPS, 251 S. L. White Blvd., Lagrange, GA, 30241.