

FRESHWATER AQUARIUMS & TROPICAL DISCOVERY

Aquariums



ADVERTISING SPECS & TERMS

2020

.....
*Build your brand
with the world's
premier freshwater
aquarium magazine*

Mechanical SPECIFICATIONS

BASIC SPECIFICATIONS:

MAGAZINE TRIM SIZE: **8" x 10.75"**

BINDING: **Perfect Bound**

PRINTING: **4-Color Web Offset**

AD SIZES (WIDTH x DEPTH)	NON-BLEED	BLEED (includes .25 on outside edges that will get trimmed off)
Spread	14.75" x 9.375"	16.5" x 11.25"
Full Page	6.625" x 9.375"	8.5" x 11.25"
1/2 Page Horizontal	6.625" x 4.5"	8.5" x 5.5"
1/2 Page Vertical	3.1875" x 9.375"	4.0625" x 11.25"
1/2 Page Island	4.3125" x 6.75"	5.2085 x 7.75
1/3 Page Square	4.3125" x 4.5625"	
1/3 Page Vertical	2.0625" x 9.375"	2.9375" x 11.25
1/4 Page	3.1875" x 4.5625"	
1/6 Page	3.1875" x 3"	
1/12 Page	3.1875" x 1.375"	

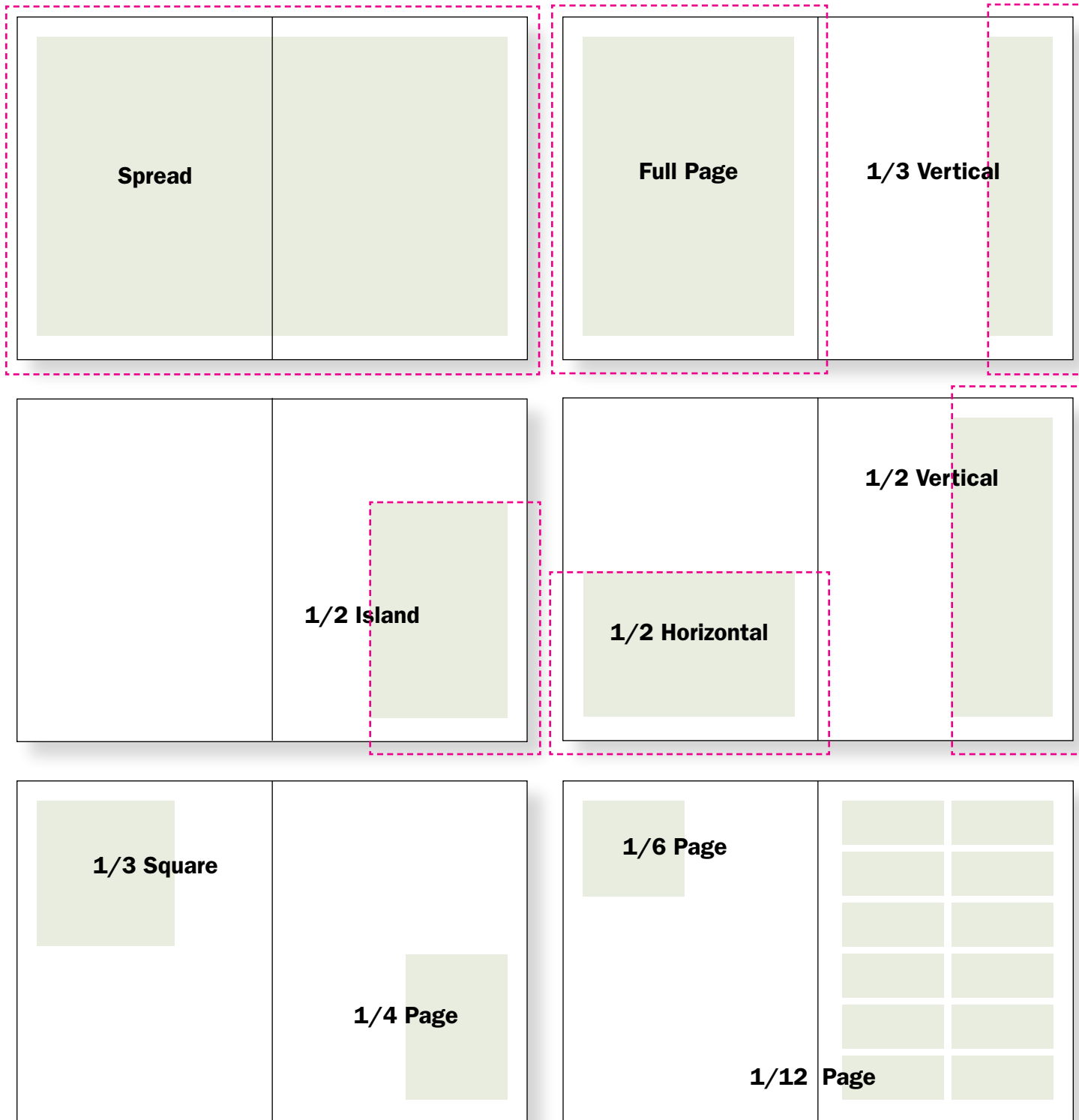
Reserve space today: Contact us!

Mike Tuccinardi, Ad Sales Director • 800-217-9465

Michael.Tuccinardi@aquaticmediapress.com

Illustrating Bleed Ad Dimensions (see Full Page ad template on page 7):

The dashed pink lines below indicate the bleed area and show the relationship between the bleed dimensions and the trim size (black lines), as well as the page area (tan tint). For a bleed ad, images or backgrounds should extend (or “bleed”) .25 inch past the trim—to avoid having a white edge. **Copy should be at least .25 inch inside the trim line—anything near the trim line is at risk of being cut off.** Note that 1/3 Page Vertical, 1/2 Page Island and 1/2 Page Vertical bleed ads have a right or left orientation and should be designed accordingly (and placement reserved/specified). Trim size and ad measurements are given on the page at right.

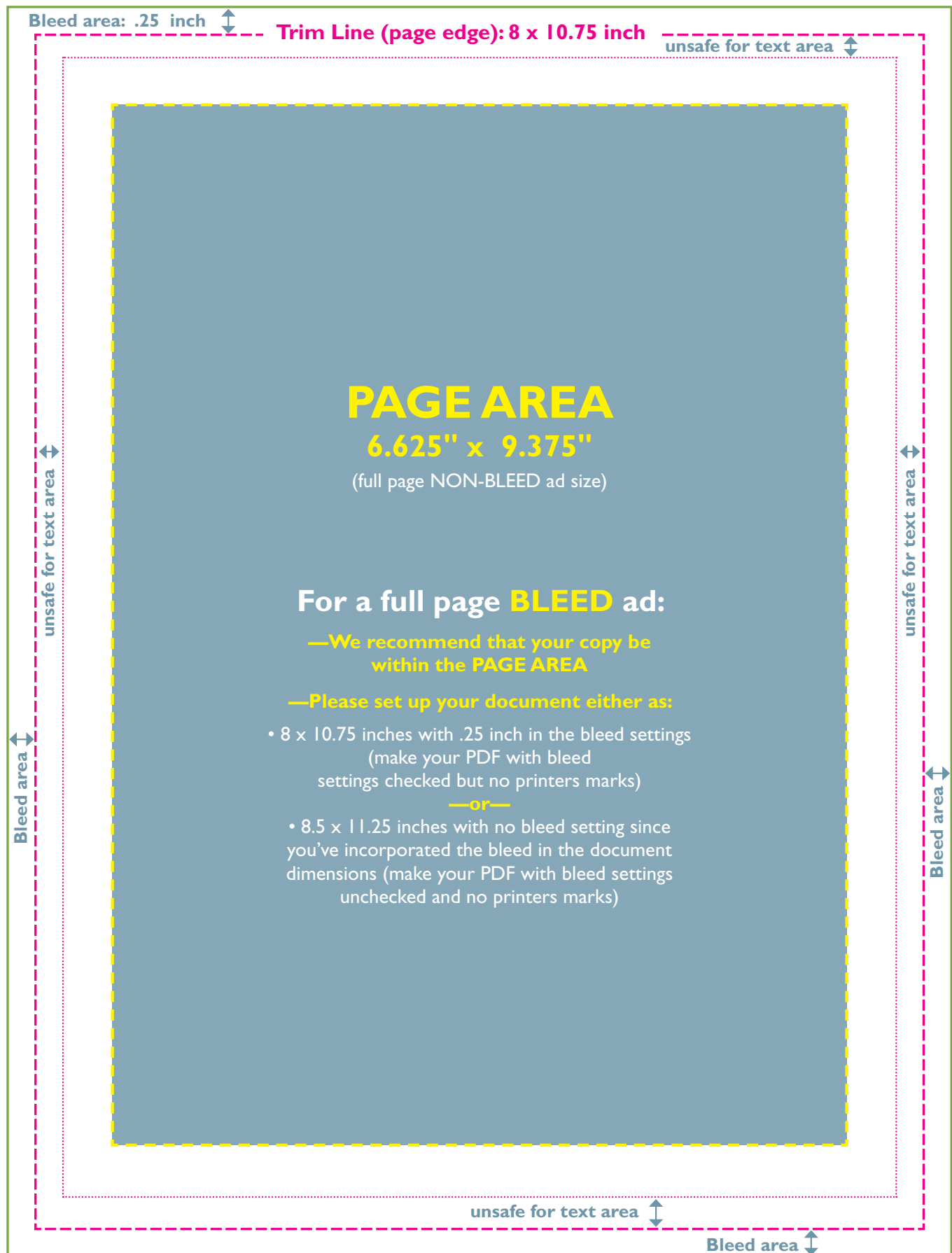


Page margins: **TOP** and **OUTSIDE** = 5/8"; **INSIDE** and **BOTTOM** = 3/4" • **BLEED** = +1/4"

(For bleed ads: Note that type and areas of an image that fall within 1/4" of the **trim edge** are in the risk zone of being cut off)

Full Page ad template (not to scale):

A PDF of this template at actual size is available on request.



Material SPECS

FILE FORMATS AND SPECIFICATIONS:

- **PDF/X-1a files are preferred.**
- Press-quality color proofs at 100% required for press match.
- Do NOT send low-resolution PDFs or Illustrator PDFs. For tips on creating PDF/X-1a files, visit www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf
- Other acceptable file formats include Macintosh InDesign files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPeg or GIF files, please). Be sure to include all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All grayscale/color images must be at least 300 dpi; line art at 1200 DPI. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept True Type fonts. DO NOT nest EPS files within EPS files! Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.
- All colors must be in CMYK format: no RGB, Pantone or spot colors. SWOP standards apply. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Files are NOT to be trapped or prescreened. Note: Please make sure all white type is set to knock out.
- Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.
- Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:

EMAIL MATERIAL TO:

- Ads (no larger than 10 megabytes) can be e-mailed to: Michael.Tuccinardi@aquaticmediapress.com and Anne.Linton@aquaticmediapress.com

SENDING FILES OVER 10MB:

- **Go to www.WeTransfer.com**
- **Click** "Add Files"
- **Enter** "Friend's email": Michael.Tuccinardi@aquaticmediapress.com and Anne.Linton@aquaticmediapress.com
- **Enter** "Your email" and **Click** "Transfer"

TECHNICAL QUESTIONS:

- Anne.Linton@aquaticmediapress.com

TERMS & Conditions

ADVERTISING CONDITIONS:

By submitting advertising materials to the Publisher, the Advertiser agrees to the following conditions:

A. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. The Publisher reserves the right to insert the word "advertisement" above or below any copy.

B. Advertisers may not cancel orders for, or make changes to, advertising after the closing dates, unless approved by the Publisher.

C. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.

D. Advertisements received after closing date will not have the privilege of approval or revision by the advertiser or its agency, unless arranged with the Publisher.

E. All advertising is published upon the understanding that the Advertiser and its agency assume full and complete responsibility and liability for advertising submitted, printed or published.

F. The liability of the Publisher for any error for which the Publisher may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher. All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) that prevent the Publisher from partially or completely producing, publishing or distributing AMAZONAS Magazine or AMAZONAS Magazine Online.

PAYMENT TERMS:

1. New Advertisers may be asked to prepay their first ad placement, unless other arrangements are made with the Publisher.

2. Invoices are mailed upon publication, with payment due net 30 days. The Publisher will supply the Advertiser with at least one bound copy of the issue containing the advertisement and one tear sheet of the Advertiser's ad in the issue.

3. Check Payments should be made to:

Aquatic Media Press LLC
3075 Rosemary Ln NE
Rochester, MN 55906

4. Payment can also be made via PayPal upon request to the Business Manager: Susan.Tuccinardi@aquaticmediapress.com.

5. Credit card payment can also be accepted over the phone at (800) 217-3523.

6. Any questions regarding invoicing can be directed to Susan Tuccinardi, Business Manager, at Susan.Tuccinardi@aquaticmediapress.com, or call (800) 217-3523.