

ATP

Administrative Theory & Praxis

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CLOSING DATES

Issue / Pub date

March 1
June 1
September 1
December 1

Reservations

December 15
March 15
June 15
September 15

Materials

January 2
April 1
July 1
October 1

SIZE, COST, AND MECHANICAL REQUIREMENTS

Trim size: 6" x 9" — no bleed.

Space

Full page, b/w
Half page horizontal, b/w

Ad Size

4.75" x 7.5"
4.75" x 3.5"

Rates

\$ 250
\$ 150

To avoid any last minute delays in production, please ask your design department to follow the specs closely —

Black and white only. Artwork should be high resolution, (line drawing and type 600 dpi minimum; photos 300 dpi), press optimized pdfs, converted to grayscale and distilled with fonts embedded. No true type fonts. Exclude crop marks. Pages must be printed to file at 100%, to the correct orientation, using the dimensions of the journal page (6" x 9"), with ad image measurements matching the final print area.

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ADVERTISING CONTACT

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