

# Signal

The Journal of The Association of Hearing Instrument Practitioners of Ontario



The Association of Hearing Instrument Practitioners of Ontario (AHIP) receives and prints manufacturer advertisements in the AHIP Signal magazine.

The views expressed in paid advertising are those of the authors and/or contributors. AHIP does not represent the endorsement of any specific product nor are they responsible for opinions or interpretations expressed by the authors and/or contributors.

Manufacturers are contacted by AHIP staff to advise of the deadline date of the next *Signal* edition and to confirm as to whether they would like to continue with their current advertisement choice or if they would like to make any changes or adjustments. If changes are requested they are advised to send new information directly to Brenda Robinson at: brobinson@andrewjohnpublishing.com.

## ADVERTISING RATES

Outside Back Cover	\$1,500		
Full Page (colour)	\$1,400	Full Page (b/w)	\$1,100
Half Page	\$700	Quarter Page	\$450

Save up to \$100.00 per ad by booking for the full year!

The Association of Hearing Instrument Practitioners reserves the right to change prices without notice.

Edition	Closing Date for Advertising and Editorial	Mailing Date
Issue 1 – Winter	Dec 17, 2014	Jan 16, 2015
Issue 2 – Spring	Feb 23, 2015	Mar 27, 2015
Issue 3 – Summer	May 22, 2015	July 10, 2015
Issue 4 – Fall	Aug 15, 2015	Oct 5, 2015

Upon receipt of the *Signal* magazines the AHIP office issues invoices to each manufacturer, terms are net 30 from publication date. All cheques are to made payable to the Association of Hearing Instrument Practitioners of Ontario, 55 Mary Street West, Suite 211, Lindsay, Ontario K9V 5Z6.

AHIP will not accept advertisements that, in AHIP's opinion, are not factually accurate or not in good taste.

## DIGITAL FORMAT

Art must be provided electronically, as specified below. Supplying film is not an acceptable method of providing materials. Preferred programs

are (mac platform): High resolution PDF files, Adobe InDesign CS2, Adobe Photoshop CS2, Adobe Illustrator CS2. Ads sent in word-processing formats are not accepted. Ads sent in any other format may cause additional charges to be added for conversion. For future pick-ups-with-changes, changes can be made to application files most readily. Minor text changes can be made to PDF files, but extensive changes may require the application file. Art changes prices may vary.

## DOCUMENT SIZE

<b>FULL PAGE bleed</b> 8-3/8" x 11"	<b>FULL PAGE trim</b> 8-1/8" x 10-3/4"	<b>1/2 PAGE horizontal</b> 6-7/8" x 4-5/8"	<b>1/2 PAGE vertical</b> 3-5/16" x 9-1/2"	<b>1/4 PAGE vertical</b> 3-1/2" x 4-1/4"
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Document size must be set to the trim size of the ad. If the ad is a bleed ad, bleed must be pulled out 1/8" past the trim size. Critical information (type) within a bleed ad should be placed with a margin of 1/2" from the trim.

## SUPPORT IMAGES

Any support images from Photoshop must be of "high-resolution" quality, which is 300 ppi (pixels per inch). Do not enlarge images in your application file more than 25%. Save photos as TIFF files.

## COLOURS

4/C Process: Make sure that any colours used in your file or support files such as logos or photographs are comprised of only 4/C process colours (not RGB or PMS). Please delete unused colours from your file for easier processing.

## WHAT TO INCLUDE

When submitting ad materials, include all applicable files, support files, support fonts as well as colour proofs. Acceptable colour proofs are an important part of insuring that your ad be to the best standard possible. Recommended are: Agfa Sherpa, Epson Stylus Pro 10000, Rainbow, Iris or Kodak Approval. These are all professional level outputs.

## WHERE TO SEND

Send files to Brenda Robinson at:  
Andrew John Publishing Inc.,  
115 King Street West, Dundas, Ontario, L9H 1V1  
or by e-mail: brobinson@andrewjohnpublishing.com