

## ADVERTISING RATES AND MECHANICAL SPECIFICATIONS

### PUBLISHING OFFICE:

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### GENERAL INFORMATION

#### Issue and Closing Dates

- Frequency – Six issues per year: January, March, April, June, August, and September. Mailed third week of publication month.
- Closing: Insertion Orders – the 1st of month preceding. Mechanicals – the 15th of month preceding month of publication.

**Established** 1939.

#### Subscription Data

- Non-member rates: \$50.00 per year in the U.S./Canada. \$60 per year elsewhere.
- AMT member rates: Subscription price included in annual membership dues.

#### Special Issues

- Pre-Convention: June

#### Editorial Scope

The March, June, and September issues of *AMT Events* contain feature articles; book reviews; national organization, state society, and member news; information of professional interest; and legislative update.

The January, April, and August issues of *Journal of Continuing Education Topics & Issues* contain technical articles and the continuing education STEP program whereby members and enrolled subscribers earn CE credits for participating in the program of article study and response to questions.

AMT is the largest independent certifying agency owned and operated by clinical laboratory, medical assisting, phlebotomy and dental assisting personnel. For over 30 years, AMT has recognized Armed Services training for lab personnel and offered certification to graduates of these programs. Many members are in administrative positions.

#### Requirements for Acceptance of Advertising

- All advertising subject to approval. Publisher reserves the right to reject any advertisement not in keeping with the publication's standards.
- In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless AMT, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

#### Policy of Placement of Advertising

- Advertising is interspersed with editorial.

### CIRCULATION

**Circulation** 80,000.  
**Market Covered** National — Medical Laboratory, Medical Assisting, Dental Assisting, Phlebotomy, and other allied health-care professionals who work in hospitals, clinics, reference labs, physicians' and dental offices, and research facilities.

### RATES

	1X	3X	6X
Full page	\$975	\$925	\$900
Half page	\$550	\$525	\$500
Third page	\$450	\$425	\$400
Quarter page	\$325	\$300	\$275

#### Bleed

No charge.

### MECHANICAL REQUIREMENTS

Space Sizes	W	x	H
Final Trim Size	8"	x	10-3/4"
Full Page No Bleed	7"	x	10"
Full Page w/1/8" Bleed	8-1/4"	x	11"
Spread w/1/8" Bleed	16-1/4"	x	11"
<i>Please keep critical elements at least 1/4" from trim edges</i>			
1/2 Page	7"	x	4-3/4"
1/3 Page Vertical	2-1/8"	x	10"
1/3 Page Square	4-1/2"	x	4-3/4"
1/4 Page	3-1/4"	x	4-3/4"

- Files accepted: Acrobat PDF

#### Classified Advertising (No Agency Commission)

\$10.00/line or fraction of line (minimum charge \$70.00).  
Approximately 40 characters/line.

Column Display: \$80.00 per column inch - minimum 2 inches (\$160.00).

#### Special Service

Mailing list available to advertisers (for fee, consult editor).

#### Addresses

- Contracts, insertion orders, and correspondence:  
*AMT EVENTS*  
c/o American Medical Technologists  
10700 W. Higgins Rd., Suite 150  
Rosemont, IL 60018
- All promotion materials —  
same as above

