**Display Rates**
Rates effective 1/1/2014

**One Page**
- One time: $1,375.00
- Four time: $1,237.00

**Half Page**
- One time: $835.00
- Four time: $751.00

**Quarter Page**
- One time: $425.00
- Four time: $383.00

**Color Rates**
Additional cost per page
- Process: $450.00 per color
- PMS, standard red, green: $650.00 per color
- Metallic: $700.00 per color
- Four color: $1,000.00

**Bleeds**
No additional charge for bleeds on full-page color or black and white advertisements.
Crossovers (on double-page spreads): $400.00

**Special Positions**
All requested special positions, other than covers and page one, 15% of space rates. The four-time rate is not available for special positions, page one, or the inside covers or back cover.

**Page One or Third Cover**
- One time: $1,550.00

**Second Cover (includes 4 color)**
- One time: $2,500.00

**Fourth Cover (includes 4 color)**
- One time: $3,500.00

**Closing Dates**

**Spring 2014 Al Magazine** (March–May issue)
- Editorial Closing Date: Friday, 22 November 2013
- Space Reservations Closing: Friday, 31 January 2014
- Electronic Materials Closing: Friday, 1 August 2014
- Publication Date: Friday, 19 September 2014

**Summer 2014 Al Magazine** (June–August issue)
- Editorial Closing Date: Friday, 28 February 2014
- Space Reservations Closing: Friday, 25 April 2014
- Electronic Materials Closing: Friday, 2 May 2014
- Publication Date: Friday, 20 June 2014

**Fall 2014 Al Magazine** (September–November issue)
- Editorial Closing Date: Friday, 23 May 2014
- Space Reservations Closing: Friday, 25 July 2014
- Electronic Materials Closing: Friday, 1 August 2014
- Publication Date: Friday, 19 September 2014

**Winter 2014 Al Magazine** (December–February issue)
- Editorial Closing Date: Friday, 22 August 2014
- Space Reservations Closing: Friday, 31 October 2014
- Electronic Materials Closing: Friday, 7 November 2014
- Publication Date: Friday, 19 December 2014

**Spring 2015 Al Magazine** (March–May issue)
- Editorial Closing Date: Friday, 28 November 2014
- Space Reservations Closing: Friday, 30 January 2015
- Electronic Materials Closing: Friday, 6 February 2015
- Publication Date: Friday, 20 March 2015

**Summer 2015 Al Magazine** (June–August issue)
- Editorial Closing Date: Friday, 27 February 2015
- Space Reservations Closing: Friday, 24 April 2015
- Electronic Materials Closing: Friday, 1 May 2015
- Publication Date: Friday, 19 June 2015

**Fall 2015 Al Magazine** (September–November issue)
- Editorial Closing Date: Friday, 24 May 2015
- Space Reservations Closing: Friday, 31 July 2015
- Electronic Materials Closing: Friday, 7 August 2015
- Publication Date: Friday, 18 September 2015

**Winter 2015 Al Magazine** (December–February issue)
- Editorial Closing Date: Friday, 28 January 2015
- Space Reservations Closing: Friday, 30 October 2015
- Electronic Materials Closing: Friday, 6 November 2015
- Publication Date: Friday, 18 December 2015

**Electronic Specifications**
Ads must be submitted in PDF/X1a:2001 format, with all fonts embedded, and any halftone artwork at sufficient resolution to print using a 175 line halftone screen (350 dpi minimum). All embedded fonts must be Type 1 or OTF (no TrueType or Type 3 fonts). A proof is required. Al Magazine will not be held responsible for the content or output of customer supplied media if an accurate proof is not supplied. Ads not supplied electronically will be scanned or rebuilt and a production charge will be assessed. See www.certifiedpdf.net (St. Croix Press, Wisconsin) for preflight certification.

**Changes**
A charge will be made for any changes required in advertising material. Changes requested after the camera-ready copy deadline are on an “if possible” basis only, and Al Magazine will not be responsible for corrections made by the printer. Client takes full responsibility for the accuracy of files supplied.

**Oversize Ads**
We reserve the right to reduce material which is larger than our specified sizes, and to charge for the services involved.

**Terms**
Payment in full is due by materials closing date unless credit has been established with AAAI. A 10% penalty, plus a $100.00 service charge will be levied on short-rated billings. Bills not paid within 30 days may cause cancellation of subsequent insertions and loss of discount, applied retroactively to beginning of contract. Accounts over 30 days past due will be subject to 1-1/2% per month (18% APR) interest charge. The 15% commission will not be allowed on any bills past due for 60 days or longer. AAAI may automatically cancel without prior notice any current space reservations or frequency contracts from advertisers or agencies with outstanding invoices for advertising placed in prior issues. The 15% commission will not be granted if ad materials need conversion. Insertion implies acceptance of all terms of the advertising contract.
Direct Mail List Rental

Rates
$250.00 per thousand.

Commissions
Mailing list rental rates are noncommissionable.

Discount
Nonprofit organizations and qualified publishers are entitled to a 20% discount off the list rental fee (but not the handling charge).

Available Selection Criteria
Available, at no additional charge, is either the entire US list or the entire foreign list.

Form
Provided electronically in comma-quote delimited ASCII format as an e-mail attachment.

Handling and Postage
A $100.00 handling charge is added to the cost of each list ordered.

Orders
Mailing-list orders are available only from AAAI
2275 East Bayshore Road, Suite 160
Palo Alto, California 94303 USA.
(650) 328-3123.

Terms
Prices shown are for one-time use only. Orders must be submitted in writing, and payment in full must accompany orders from new accounts. One copy of the mailing piece must be submitted with the order. All orders are subject to approval by AAAI. Lists cannot be returned or exchanged after delivery and cancellations for work in progress will be charged on the basis of amount completed plus $75.00. We shall not be held liable for any damages or loss sustained by the purchaser through the purchase or use of our list. We shall not be liable for any special or consequential damages, and in no event shall our liability exceed the cost of the list.

Lists may not be copied, distributed, transmitted, transcribed, translated, or duplicated in any form or by any means without prior permission of AAAI.

Mechanical Specifications

AI Magazine is printed blanket-to-blanket on a perfecting web press from offset plates made from negatives. Signatures are gathered in 16, 24, or 32 page increments.

Line screen
Four color screen recommended is 150.

Halftones
The halftone screen is 133 line screen, 90% shadow, 5% highlighting, 140% maximum density

Multicolor Film
PDF files for text must contain 4-point register marks placed in the center of all pages ½ inch outside the printed image. Live matter not intended to bleed must be at least ¾ inches inside trim. Bleeds must extend at least ¾ inch beyond trim. Because there is a certain amount of gain on web presses (approximately ten percent), this must be taken into account when preparing either four-color or black and white PDF ads. The recommended dot range is 5% highlight to 85% shadow. Tints above 85% will print as solids. Four color saturation should not exceed 240%. Two color saturation should not exceed 160%. Color sequence is black, cyan, magenta, yellow.

Page Specifications

(Width measurement is provided first; bleed available on full page advertisements only; nonbleed and live dimensions are identical; measurements are provided in inches.)

Trim Size: 8.375 x 10.875
Full Page (nonbleed & live): 7.109 x 9.125
Full Page (bleed): 9 x 11.5
Half Page Island (nonbleed & live): 4.656 x 6.375
Half Page Horizontal (nonbleed & live): 7.109 x 4.375
Third Page Vertical (nonbleed & live): 2.203 x 9.125
Third Page Horizontal (nonbleed & live): 7.109 x 3
Quarter Page (nonbleed & live): 3.429 x 4.5
Gutter Clearance: .375

Rate Card
2014–2015