



**American Society of  
Ophthalmic Registered Nurses**  
*Specialists in Eye care*

## *INSIGHT MAGAZINE* **Advertising Rates and Information**

### **Promotional (Display) Advertising**

Prominent listing only on inside front cover of Insight (Journal)  
Black & white or 4-color process; Trim size is 8 1/4" x 10 7/8" and the "live area" is 7 3/4" x 10 3/8"; Bleeds are acceptable and must extend a minimum of 1/8" beyond the trim on the top, bottom and left sides.

### **Promotional (Display) Advertising Rates:**

\$750 for full page (7" x 10")

\$400 for 1/2 page (horizontal: 7" x 4 3/4"; vertical: 2 7/8" x 10")

\$250 for 1/4 page (horizontal: 3 1/4" x 4 3/4")

- Supply artwork in Adobe InDesign CS3 or earlier, Quark Xpress 6.5 or earlier, Adobe Illustrator CS3 or earlier, or in EPS (with fonts embedded) or Tiff format. Tiff format must be actual size and no less than 300 dpi for images or 1200 dpi for type and line art.
- Supply both printer and screen fonts, including fonts embedded in art files. Multiple master and PC (Windows) Postscript® fonts are not acceptable.
- CD is preferred format to receive materials of large file sizes.

### **Classified Advertising**

Job Postings, Educational Program ads, Meeting Announcements and similar ads:

- Subject to editing at the editor's discretion, due to space constraints, etc.
- Black & white only
- Job Postings should contain the following:
  - Company name, Job title, Contact information, Deadlines related to applying for the position

Please note: "On the Horizon" listings include educational program and meeting announcements and are listed at no charge.

### **Classified Advertising rates:**

Insight (Journal) – \$200

ASORN Web site – \$200 (Web site listings can be full text, submitted at any time and are posted for 3 months)

### **Production Calendar**

Insight is published on a quarterly basis, or four (4) times annually. The production deadlines are:

<u>Issue</u>	<u>Ad Closing</u>	<u>Materials Deadline</u>
Jan-Mar	November 15	December 1
Apr-Jun	February 15	March 1
Jul-Sep	May 15	June 1
Oct-Dec	August 15	September 1

### **Contact**

For more information contact ASORN at (415) 561-8513 or asorn@ao.org.