

Advertising Rates for 2012

Rates (non-commissionable)	
4 Color	Black & White
Full Page, Inside or Outside Cover.....\$2,169	Full Page, Inside Text.....\$867
Full Page, Inside Text.....\$1,735	Half Page, Inside Text.....\$435
Half Page, Inside Text.....\$867	Quarter Page, Inside Text.....\$257
Mechanical Requirements	
Trim Size..... 8 1/2" x 11"	Full Page.....7" x 10"
Full Bleed.....8 3/4" x 11 1/4"	Half Page, Horizontal.....7" x 4 7/8"
Live Matter.....7" x 10"	Half Page, Vertical.....3 3/8" x 10"
Binding..... Saddle Wire	Quarter Page.....3 3/8" x 4 7/8"
General Policy	
All advertising is subject to approval. The publishers reserve the right to reject any advertising which is not in keeping with the publications standards. Advertisers assume liability for all content (including text, representation, illustrations, sketches, amps, labels, trademarks and other copyrighted matter) of advertisements printed and also assume responsibility against the publishers. The publisher's liability for any error will not exceed the charge for the advertisement in question.	
Digital Art Requirements	
Print quality PDF files, CMYK, with all images and fonts embedded are the preferred method for submission. PageMaker, InDesign and Quark files with images and fonts are also acceptable. Ads will be included in the on-line version of Reflexions at no additional charge. A low res, PDF, is preferred for this electronic publication.	
Discounts	
A 4% discount per ad is available on four consecutive ads in 2012 upon submission of enclosed contract. Additionally, ACA Corporate Members receive one, complimentary , black and white ad per year, (or the value toward a 4 color ad).	
Deadlines	
(There is often some flexibility of these deadlines. If additional time is required, please call.)	
Reserve Space	Submission of Ads
Spring.....January 15	Spring.....February 15
Summer.....April 1	Summer.....May 1
Fall.....August 1	Fall.....September 1
Winter.....November 1	Winter.....December 1
Submission Instructions	
E-mail files to: marcia@hwi.buffalo.edu	To reserve space or for further information contact:
Overnight express to: ACA Reflexions c/o ACA 700 Ellicott St. Buffalo, NY 14203	Marcia Colquhoun Phone (716) 898-8692 Fax (716) 898-8695 marcia@hwi.buffalo.edu