



# discover**THEALTERNATIVE**

ADVERTISING DEADLINES AND SUBMISSION INFORMATION

## PRINT ISSUES

**MARCH 2012**

**JUNE 2012**

**SEPTEMBER 2012**

**DECEMBER 2012**

## RESERVATION DEADLINE

January 30, 2012

March 15, 2012

June 15, 2012

September 15, 2012

## ARTWORK DEADLINE

February 15, 2012

May 1, 2012

August 1, 2012

November 1, 2012

## PREFERRED FILE FORMAT

Adobe PDF: Press-optimized (2400 dpi). All fonts embedded.

## AD SIZE:

Full Page (trim size) 8.3125" x 10.875" (non-bleed) - 8.5625" x 11.125" (a minimum of .125 on each side for bleeds\*)

\*For bleed and non-bleed ads hold all live matter .5 to .75" from edges

## SUBMISSION METHODS:

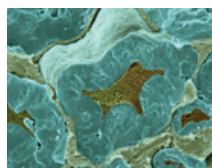
There are 3 ways to submit ad artwork. All artwork and a hard copy proof must be submitted by the artwork deadline. Please include advertiser name, ad version, and journal issue the ad is to run in. Please name your file accordingly. (example: yourcompanyname\_16.1\_ver1.PDF). If an ad is to be replaced with a new file please change the version to reflect change and reference the new file name in emails.

**Via E-Mail or FTP:** Send ads to: [KCzap@AltMedRev.com](mailto:KCzap@AltMedRev.com). Please compress files before sending. Maximum file size to email 6 MB. Specify advertiser and issue as well as file name. Send low resolution PDF as hard copy to verify.

## Via CD:

Mail or FedX to:

Kelly Czap  
Alternative Medicine Review  
1610 Main Street,  
Napa, CA 94559



# discoverTHEALTERNATIVE

HIGH VISIBILITY WEBSITE BANNER ADVERTISING



193x252 placement on right column of web page or on eNewsletter

193x460 placement on right column of web page or on eNewsletter

## ONLINE ADVERTISING OPPORTUNITIES:

AMR website advertising is provided at no additional charge to everyone who advertises in our print journals. Ads will appear on random pages on the site. We ask that advertisers update their banner artwork at least quarterly to keep the website fresh. Any ads that are not updated may be dropped or placement changed.

## FILE FORMATS:

JPG or GIF - best if saved for web in Photoshop. 72 ppi

## SUBMISSION METHODS:

Please include advertiser name, ad size, and period the banner ad is to run on the website. Please name your file accordingly. (example: yourcompanyname\_FEB\_193x252.PDF). Please provide an exact url and a screen capture of the landing page you wish to link to.

**Via E-Mail:** Send banner ads to: [KCzap@AltMedRev.com](mailto:KCzap@AltMedRev.com). Specify advertiser and issue as well as file name. Send low resolution PDF as hard copy to verify.

## Any Questions:

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707-252-2410

