



Display Advertising Rates

Run times	1	2	3	4
Black and White				
Full page premium – inside cover				
Rate	\$420	\$380	\$365	\$335
Total cost	420	760	1095	1340

Full page – inside				
Rate	395	370	340	315
Total cost	395	740	1020	1260

Half page - back				
Rate	295	275	255	230
Total cost	295	550	765	920

Half page - inside				
Rate	275	255	230	210
Total cost	275	510	690	840

Quarter page - inside				
Rate	175	165	155	130
Total cost	175	330	465	520

Two Color Ads: Regardless of ad size, two color price is additional \$99.00.

Full Color Ads: Regardless of ad, size full color price is additional \$638.00 **per issue**.

Full Page boxed ad—8" wide x 10" high
 ½ Page boxed ad—7 ½" wide x 4 ½" high
 ¼ Page boxed ad—3 ½" wide x 4 ½" high

Deadlines for submission:
August 1 - Fall issue
November 1 - Winter issue
February 1 - Spring issue
April 15 - Summer issue

Rates and specifications **effective September 1, 2007**.

The *HAPS-EDucator* is published four times a year (fall, winter, spring, summer) by the Human Anatomy and Physiology Society (HAPS). Established in 1989, HAPS is dedicated to promoting excellence in the teaching of human anatomy and physiology. HAPS presently has over 1,000 members from two and four year colleges, universities, and private businesses throughout the United States, Canada, and other parts of the world.

HAPS-EDucator features articles on pedagogy, technology in the classroom, educational issues, the latest developments in medicine, and the application of current educational research to the classroom.

Advertising Specifications and Submission

On disk or e-mailed:

The following Windows formats are acceptable:

- PageMaker, Quark, Photoshop, Illustrator, Freehand, EPS, TIFF., JPG., PDF. Any photos should be scanned in so that, when they are enlarged or reduced, they will print at 300 dpi..
- Try to use basic traditional fonts. If special fonts are used, be sure to include the complete font file(s).

- Please be sure to include all fonts and linked artwork. E-mail to hapsed@hapseweb.org or on CD, Zip disk, or 3.5" Floppy and send to:

Marsha Sousa, HAPS-EDucator editor

P. O. Box 2945
 251 S. L. White Blvd.
 LaGrange, GA 30241

- Please also send a hard copy to Marsha Sousa at the above address.

Hard Copy:

For black and white ads:

- Send a black- and- white printout, actual size, no bleeds
- Halftones and screens should be no higher than 100 lines per inch.
- Remember, when sending hard copy, any imperfections will be reproduced as is.

For color ads:

- Send color photo along with color printout of ad, as clean as possible.
- **Negatives**
- Actual size, no bleeds
- Right reading, emulsion down
- Halftones and screens should be no higher than 150 lines per inch.
- For 4-color ads, use standard CMYK screen angles and dot gain of 15%.

Advertising Terms

Terms are as follows: Account is due and payable when statement is rendered. HAPS reserves the right to add a 1 % service charge on 30 day past due accounts. Delay of payment beyond the current month's billing period will result in loss of contract discount. New advertisers must prepay until credit is approved. HAPS reserves the right to refuse or cancel an advertisement at any time.

The advertiser or advertising agency will indemnify and hold harmless HAPS, its officers, agents, and contractors for all contents supplied to publisher, including text, representations, and illustrations of advertisements printed, and any claims arising from contents including, but not limited to defamation, invasion of privacy, copyright infringements, plagiarism, and in the case of a preprinted insert, deficient postage. HAPS shall not be liable for failure to print, publish, or circulate all or any part of an issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes, accidents, lack of newsprint, or other circumstances beyond HAPS control. HAPS shall not be liable for errors or omissions in, or failure to insert any advertisements, for which it may be responsible, beyond cost of actual space occupied or to have been occupied by item in which error or omission or failure to insert occurred. Advertiser will be entitled to full refund of advertisement price or insertion in next issue.

Policy Statement

It is the policy of HAPS that any advertising appearing in the *HAPS-EDucator* (*HAPS-ED*) must be related to the teaching of anatomy and physiology. The *HAPS-ED* Editor and Committee jointly determine whether an advertisement meets the criteria of HAPS. Any advertising that is deemed not to meet the needs of the organization will not be printed, and the advertisement plus any monies collected from the advertiser will be returned. The opinions reflected in *HAPS-ED* do not necessarily represent the opinions of HAPS. Advertisement of a product in the *HAPS-ED* does not represent endorsement of that product by HAPS.