

# Activities Directors' Quarterly

for  
*Alzheimer's & Other Dementia Patients*<sup>TM</sup>

by the editors of *American Journal of Alzheimer's Disease*<sup>®</sup> and *Other Dementias*

## Rate Card No. 2 • Effective August 1, 2002 • Help Wanted Advertising Rates and Data

470 Boston Post Road • Weston, MA 02493 • 781-899-2702 • Fax: 781-899-4900 • E-mail: radjr@pnpc.com

The *Activities Directors' Quarterly for Alzheimer's & Other Dementia Patients* is an outgrowth of the *American Journal of Alzheimer's Disease and Other Dementias*. As such, it is designed to serve the day-to-day needs of activities directors serving Alzheimer's and other dementia patients. We reach several thousand activities directors each issue.

ROP Advertising Rates			
B/W	Full Page	1/4 Page*	1/8 Page*
1 Time	\$1,195.	\$250.	\$150.
2 Times	1,120.	240.	145.
4 Times	1,045.	230.	140.

◆ **ADVERTISING CLOSING DATES:**

Issue	Closing Date
Winter 2005	December 27, 2004
Spring 2005	March 28, 2005
Summer 2005	June 24, 2005
Fall 2005	September 22, 2005

**MECHANICAL REQUIREMENTS:**

- ◆ **TRIM SIZE:** 8-3/8 x 10-7/8
- ◆ **DIMENSIONS:**  
 1 page .....7 x 10  
 1/4 page .....3-3/8 x 4-7/8  
 1/8 page .....1-5/8 x 2-3/8
- ◆ **ISSUANCE:**  
 Frequency: Quarterly

\*1/4 and 1/8 size ads can be designed by our production department in text only.

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Fax (    ) \_\_\_\_\_

Person authorizing advertising (please print) \_\_\_\_\_

Signature of authorizing person \_\_\_\_\_

Bill to (person if different from above) \_\_\_\_\_

Name of institution \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Fax (    ) \_\_\_\_\_

Ad size:     Full page     1/4page     1/8 page

Contract:     4 issues     3 issues     2 issue     1 issue

Gross cost \$ \_\_\_\_\_ Net cost \$ \_\_\_\_\_

If agency check box  Issue (Month) \_\_\_\_\_