



**TAP Advertising Guidelines
B/W**

DIMENSIONS: RATES H W

Full pg.	(vertical)	\$850	9 3/8' x 7"
Half pg.	(horizontal)	\$480	4" x 7"
One-third pg.	(vertical)	\$390	9 3/8" x 2"
One-third pg.	(horizontal)	\$390	3 1/8" x 7"
One-sixth pg.	(1/2 column)	\$270	4 1/2" x 2"
One-twelfth pg.	(1/4 column)	\$190	2 3/8" x 2"

CONTRACT:

Three or more consecutive issues – 15% discount.

Rerun same ad in the subsequent issues – 10% discount on second ad.

Submitted ads must be high resolution with fonts embedded.

**Please call the Director of Public Affairs at the APsAA National Office
for deadline and specifications questions: 212.752.0450 ext. 29**

December 2014