

MAGAZINE ADVERTISING APPLICATION PACKAGE 2009



202 E. McDowell Rd. Suite 131
Phoenix AZ 85004
Phone: 602-412-1525
Fax : 602-412-4457
Email: Sales@AAA-US.Com

Dear Business Owners,

Thank you for your interest in considering an advertisement in the Arab American Festival Magazine (AAF Magazine).

Your advertisement in this special **96-page magazine** of **10,000 copies** will have a wide scope of readers. The AAF Magazine is an attractive user-friendly publication that will include the weekend festival programming, informative articles and a resourceful business directory. The AAF Magazine is designed not just as preparation for and during the Arab American Festival, but also as an ongoing **business reference and community resource**.

It will be published and available for **distribution by Dec. 15th, 2009**. Distribution will be in Churches, Mosques, Public Libraries, Restaurants, Local Businesses, Bookstores, Grocery Stores, Educational Institutions, Bulk Mail, etc. As Vendors, Sponsors and Attendants are coming from State wide, these magazines will go with them to their respective home contacts.

If you have not already done so, you may place your **reservation for a Vendor Booth** by contacting The Arab American Association @ 1-877-373-1125.

For your convenience we have included 4 forms below:

1. Advertising Rates 2009
2. Electronic File Specifications
3. Advertising Purchase Order Form 2009
4. Advertising Agreement

Thank you for your investment in the AAF. I will be happy to provide you with any further help or information.

Sincerely,

Deena J. Gleason
AAF Magazine
Sales Manager

AAF Magazine Advertising Rates 2009

Magazine Ad Rates				
Ad Size	Dimensions (Width inch x length inch)	Full Color/ Paper	Discount Rate Before Oct. 1 st	Regular Rate After Oct. 1 st No submissions after Nov. 1st
Back Cover (Full Bleed)	Incl. Bleed 8.5" x 11"	Glossy	Reserve for Main Sponsor \$15,000	Reserve for Main Sponsor \$18,000
	Trim Size 8" x 10.5"			
In Side Cover (Full Bleed)	Incl. Bleed 8.5" x 11"	Glossy	Reserve for Sponsor \$6,000	Reserve for Sponsor \$7,500
	Trim Size 8" x 10.5"			
Full Page	8" x 10.5"	Glossy	\$1,200	\$1500
Full Page	8" x 10.5"	Mate	Not Available	Not Available
1/2 Page	7" x 4.5"	Glossy	\$700	\$850
1/2 Page	7" x 4.5"	Mate	Not Available	Not Available
Cover Logo	1.5" x 1"	Glossy	Reserve for Sponsor \$2,000	Reserve for Sponsor \$2,750
Insert 2 Sides Color	8.5" x 5.5"	Glossy	\$3000	\$4000

The above prices are for press-ready digital files for which no further proofs will be sent.

Please make sure your ad size is exactly as above.
 No submissions accepted after **Nov. 1st, 2009**.
 Fax a hard copy as 'proof text' to **1-602-412-4457**
 Email advertisement as PDF attached file to **Sales@AAA-US.Com**

For further information contact our sales department at:
1-602-412-1525 or **Sales@ArabAmericanFestival.Com**



Electronic File Specifications

All files must be electronic - No Pre-print accepted.

Proofs must accompany each ad.

A high quality proof must accompany all color ads.

No Pre-print is accepted.

Acceptable Media: CD /DVD ROM

Email us for FTP info at: **Sales@AAA-US.Com**

Applications

Ads should be created in standard desktop publishing applications

- Quark Express 4.1 to 6.0
- Adobe Photoshop 7, CS, CS2
- Adobe InDesign CS, CS 2, CS 3
- Adobe PageMaker 6.5
- Acrobat PDF (pdfx1A)

Illustrator files are accepted

Freehand files should be saved as EPS

Acrobat

Acrobat files (Acrobat 4.x) should have all fonts included and graphics embedded at 300 dpi.

Image files should be CMYK at 300 dpi.

Fonts and support files

Application files should be collected for output to include all relevant support files to ensure high-resolution output.

*** All fonts must be included. ***

Small type MUST NOT be created in Photoshop. (Please include fonts separately)

For additional information contact: Sales@AAA-US.Com



Advertising Agreement

Advertising contracts with the Arab American Association, the publisher, for advertising in the forthcoming edition of the AAF magazine are subject to the following:

Terms and Conditions

1. The advertising contract is for the 2009 edition only.
2. The signature at the foot of this agreement warrants that the person signing is the authorized representative or agent of the advertiser and that he is expressly authorized to make such agreement.
3. Advertising rates shall be classed as either Regular or Discount. Discount Rate applies only if *ALL* items are submitted *before* Oct 1st, 2009. Regular rate applies if *ANY or ALL* items are submitted After Oct. 1st, 2009. No submissions will be accepted after Nov. 1st, 2009.
4. The publisher shall not be liable for errors or omissions save and except when the signed corrected proof is received by the publisher prior to the deadline date. Thereafter, the publisher's liability, if any, shall be limited to the amount paid for the advertisement in which the error or omission occurred and shall be credited to the purchase of further advertising in a subsequent edition.
5. The advertiser shall not under any circumstances or for any reason cancel contracted advertising. In this event, no refunds shall be made, and any moneys paid to date shall be forfeited.
6. The advertiser shall pay all moneys due and owing for the subject advertising space at the time of purchase. Should the advertiser fail to pay as agreed, the publisher may, in his absolute discretion, withhold the subject ad copy from publication and any moneys paid to date shall be forfeited.
7. The advertiser agrees to indemnify AAF (publisher) against any claim resulting from unauthorized use of any names, sketches, photographs, registered trademarks, labels or works in our advertisement.
8. The advertiser and the publisher agree that the publisher is not bound by any representations, conditions or warranties, expressed or implied, not included in this agreement.

Agency name (Advertiser): _____

Authorized Signature (Advertiser): _____

Print name (Advertiser): _____

Date: _____



Advertising Purchase Order Form

Name of Organization:				Date:	
Contact Name:			Authorized by:		
Telephone:			Fax:		
Mailing Address:					
City:		State		Zip Code	
E-mail address:					
Web site:					

See Advertising Rates Sheet for Ad Information & Prices

	Size of Ad	Color/Paper	Discounted Cost <i>If all items submitted before Oct. 1st, 2009</i>	Regular Cost <i>If any item submitted after Oct. 1st, 2009</i>
AAF 2009 Magazine Printed early Dec. 2009			\$	\$

Total Amount Deposited			\$
<i>Checks payable to ARAB AMERICAN FESTIVAL</i>			

Bank Details		Fax or email the following:
Bank	Chase Bank	1) Print, sign then fax the agreement (pg 4) and form (pg 5), 2) Email advertisement in PDF format, 3) Fax hard copy of ad as 'proof text', 4) Fax proof of payment to: Fax: 1-602-412-4457 Sales@AAA-US.Com
Routing #	122100024	
Acct Name	Arab American Festival	
Acct #	769853300	

For AAA Office Use Only		Documents Received:
Date Received:	Received by:	Order Form & Agreement
Date Approved:	Approved by:	PDF advertisement
Date Responded:	Responded by:	Hard copy of advertisement
Space Allocated:	Allocated by:	Proof of Payment
Comments:		

To qualify for *discount* prices, ALL required items must be received *before Oct. 1st, 2009*.