



A Journal of Policy, Practice, and Perspectives

## Advertising Offices

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## General Information

**CIRCULATION:** 2,115

**ISSUANCE:** Bimonthly

### 2017 Closing Dates

ISSUE	RESERVATIONS	MATERIAL
February	December 8	January 30
April	February 10	March 2
June	April 10	May 1
August	June 9	June 29
October	August 10	August 30
December	October 10	October 30

### Subscription Rates:

Contact Allen Press, Inc. at 800-627-0326 for rate quotes.

## Editorial Content

**Intellectual and Developmental Disabilities (IDD)** is a multidisciplinary professional journal devoted to meeting the information needs of professionals and families who seek effective ways to help people with intellectual disabilities. We report on new teaching methods, clinical breakthroughs, administrative tools, program evaluations, service utilization studies, community surveys, training, and case studies. **IDD** is a peer-reviewed publication.

## Market Coverage

**Intellectual and Developmental Disabilities** is for researchers, clinicians, academics, students, and other professionals in intellectual disabilities and developmental disabilities.

## IDD Advertising Rates

### Display Advertising Rates (Black & White)

	1X	3X	6X	12X
Full Page	\$975	\$885	\$835	\$790
Half Page	\$665	\$605	\$520	\$425
Quarter Page	\$445	\$405	\$350	\$290

### Cover & Preferred Position Rates (Non-Cancellable-Premium Cover Earned B/W Page Rate)

Inside Front Cover:	25%
Inside Back Cover:	20%
Outside Back Cover:	30%

Layout/design services are available at \$100/hr.

### Color Rates

Standard Color per page:	\$400
Matched Color per page:	\$400
Four Color per page:	\$850

## Classified Advertising Rates

**Intellectual and Developmental Disabilities** publishes classified advertising for employment, conferences, internships and announcements in every issue. The cost of a classified ad is \$100 for the first 90 words, and \$1.00 per additional word. The deadlines are the same as the material deadline for display advertisements on the previous page.

# IDD Advertising Mechanical Requirements

## Ad Sizes

	Non-Bleed (W x H)	Bleed (W x H)
Full Page	7" x 10"	8- <sup>3</sup> / <sub>4</sub> " x 11- <sup>1</sup> / <sub>4</sub> "
Half Page Horiz.	7" x 5"	—
Half Page Vert.	3- <sup>1</sup> / <sub>2</sub> " x 10"	—
Quarter Page	3- <sup>1</sup> / <sub>2</sub> " x 4- <sup>7</sup> / <sub>8</sub> "	—

**TRIM SIZE:** Journal trims 1/8" off top, bottom and outside edge.

**FINAL TRIM SIZE OF THE PUBLICATION:**  
8-1/4" x 10-7/8"

**LIVE MATTER:** should be a minimum of 1/2" should be allowed for the bind.

**BINDING:** Perfect

**HALFTONE SCREEN:** 133 line screens are acceptable

**REPRODUCTION REQUIREMENTS:** The IDD journal will no longer accommodate advertisements with supplied photography. Should the advertiser supply film negatives or photos, the design/layout fee of \$100 per hour will be added to the price of advertisement. Camera-ready copy is acceptable for all black and white ads. Camera-ready black and white ads should be a minimum of 600 dpi, but 1200 dpi is preferred.

Trim and registration marks are required. Pressmatch proof or color key proof required. Suitable proof will be made at advertiser's expense if not furnished. All supplied materials must be the correct size per the journal specifications.

## ELECTRONIC FILES

Electronic files are the preferred method for advertising material. The following types are acceptable in PC or Apple format:

- Adobe Acrobat PDF files. Should be created using the Press Optimized setting, and embed the fonts.
- Adobe PageMaker or QuarkXPress files. Please include the screen, printer fonts, and all linked graphics.
- Adobe Illustrator or Macromedia Freehand. Please convert the type to curves/outlines/paths, and include screen and printer fonts. Please include all linked graphics. File must be set up for correct journal trim and bleeds must be set at 1/8" beyond the trim.

## PAPER STOCK:

- Inside pages 50 lb. Windsor
- Offset Smooth Covers:  
8 pt. Cornwall Cover Glass

## DISPOSITION OF MATERIALS:

Reproduction material will be held for 60 days from date of last insertion, and then destroyed unless requested for repeating ads. Zip disks and SyQuest cartridges along with CDs will be returned to advertiser after the use.

## Disclaimer

**Intellectual and Developmental Disabilities** reserves the right to accept materials and require publication prepayment. This journal does not accept advertising for credit/debit cards, insurance, or travel.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

Advertisers will be billed for any modifications or file manipulation that needs to be done to meet print requirements.

Allen Press, Inc. assumes no financial responsibility for any error or omission occurring in the publication of an advertisement if the electronic file does not meet our published standards and/or a press proof is not supplied.

All claims for errors in advertisements must be made in writing and received within ten days of the invoice date and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved proof, or a proof was not supplied.



American Association  
on Intellectual and  
Developmental Disabilities