



2009–2010 Advertising Rates

ACE Certified News

Editorial Profile

ACE Certified News is a bimonthly, 24-page, 4-color magazine published as a benefit to all ACE-certified Professionals, including personal trainers, group fitness instructors, lifestyle & weight management consultants and clinical exercise specialists. This publication covers business topics of interest to health and fitness professionals, clinical research and industry news. ACE Certified News is committed to printing the latest advances in the rapidly growing fitness trade, and its readers benefit from the expertise of leading industry voices. A limited number of advertising spaces are available.

Rates effective July 1, 2007, and are subject to change.



Ad Dimensions and Rates

Black and White (Per Unit)		Two Color*		Four Color	
Full Page	\$2,215	Full Page	\$2,685	Full Page	\$3,355
½ Page	\$1,635	½ Page	\$2,100	½ Page	\$2,330
⅓ Page	\$1,060	⅓ Page	\$1,405	⅓ Page	\$1,985
¼ page	\$585	¼ page	\$1,060	¼ Page	\$1,635

Volume Discount

3x 5%
6x 10%

Note: Volume discounts taken before Faculty and agency discounts.

Preferred Positioning (In addition to regular rates)

Inside Front Cover \$530
Back Cover \$318

MECHANICAL REQUIREMENTS

Digital Format
Preferred programs are:

- Adobe Acrobat (Hi-res PDFs only)
- Adobe Creative Suite 3 (InDesign, Photoshop or Illustrator)
- QuarkXpress 5.0 or higher (Mac and PC)

 Ads sent in word-processing formats are not accepted.

Colors

- 4/C Process: Make sure that any colors used in your file or support files such as logos or photographs include only 4/C process colors (not RGB or PMS). Please delete unused colors from your file for easier processing.
- Two (Spot) Color: *Spot colors must be converted to 4/C process for printing purposes.
- B/W: Make sure that everything in your file or support files such as logos and photographs includes only black. Please delete unused colors from your file for easier processing.

Fonts
PostScript Type 1 fonts are preferred. All fonts used in the application document, plus any fonts used in placed graphics, such as from Illustrator or Freehand (screen and printer), must be included when the file is provided.

Support Images
Any support images must be 300ppi (pixels per inch). Do not enlarge images in your application file more than 25%. Save photos as EPS or TIF files.

What to Include
When submitting ad materials, be sure to include all application files, support files, and fonts.

Accepted Media
Accepted media is CD or DVD. Ads may be e-mailed to acepubs@acefitness.org as long as the files are no bigger than 5MB.

Ad Sizes and Dimensions

Size	Width x Height	Diagram 1	Diagram 2
Full page	7 ⁵ / ₈ " x 10"		
½ Page	7 ⁵ / ₈ " x 5"		
⅓ Page	2 ³ / ₈ " x 9 ³ / ₄ "		
¼ Page	2 ³ / ₈ " x 5"		

FOR MORE INFORMATION, CONTACT:
Christine Ekeroth
 858-483-8544
cekeroth@gmail.com

ACE
 4851 Paramount Drive
 San Diego, CA 92123
www.acefitness.org

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TERMS & CONDITIONS

First-time advertisers must pay in advance for ads until a credit application is reviewed and approved by ACE's credit department.

A signed contract or insertion order must be received by ACE by stated closing date in order for an ad to run.

Any production materials submitted that do not comply with the material specifications may not be accepted or may result in additional charges for changes/corrections. Incomplete art that requires any additional work will also incur additional charges.

The American Council on Exercise supports people, services and products that achieve our standards of excellence. ACE reserves the right to accept advertisers who support this mission, subject to all terms and conditions, and to reject any advertisements not in keeping with our philosophy on health and fitness.

Advertisements are subject to positioning in the magazine at the Publisher's discretion unless contracted otherwise in writing.

Cancellations after space-closing dates will result in billing to advertiser for contracted space.

Rates subject to change without notice.

Advertiser/Agency assumes liability for all content (including text and illustrations) of advertisements printed and assumes responsibility for any claim arising from advertisement made against Publisher. It is Advertiser's responsibility to obtain appropriate release(s) on any items pictured in advertisement.

Contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel advertisement at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy submitted by advertiser.

Contract must be completed within one year from the date of first insertion.

All advertisements, contracts and insertions orders are accepted subject to the terms of this rate card.

CONTRACT & COPY REGULATIONS

Publisher shall have no liability for errors in key numbers, pubset type, free information numbers or advertisers index. Publisher shall have no obligation or liability for any change in any advertisement requested after the applicable closing date. Publisher shall have no liability for reproduction quality of advertising print materials that fail to meet the mechanical requirements stipulated in this rate card. Mechanical requirements not specifically stipulated in this rate card must conform to the recommended Specifications for Web Offset Publications (SWOP). Positioning of advertisements is at the discretion of Publisher, except where specific positions are agreed upon separately and in writing by an authorized representative of Publisher.

All advertising materials will be destroyed after one year unless Publisher is notified to the contrary in writing. If advertiser or its agency request in writing that materials be returned or shipped to a third party, Publisher will return or ship materials at the requesting party's sole liability, expense and risk.

Publisher reserves the unrestricted right to reject any advertising at any time after receipt of advertising materials. Rejection by Publisher shall not constitute a breach of contract between Publisher and advertiser or its agency. In consideration of Publisher's review for acceptance of any advertising for publication, the advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use. Inside cover and back page may be preempted in Publisher's discretion.

Publisher reserves the unrestricted right to cancel at any time, for any reason, any advertisement, whether or not the same has already been accepted for publication and/or previously published. In such event, Publisher may publish the advertisement in a subsequent issue or repay any amount previously paid by advertiser or its agency to Publisher in respect of the cancelled advertisement, in its sole discretion, without any other liability to advertiser.

2009-2010 Advertising Deadlines

Issue	Space Reservation	Materials
Apr./May 2009	Feb. 9, 2009	Feb. 23, 2009
June/July 2009	Apr. 6, 2009	Apr. 20, 2009
Aug./Sept. 2009	June 8, 2009	June 22, 2009
Oct. /Nov. 2009	Aug. 10, 2009	Aug. 24, 2009
Dec./Jan. 2010	Oct. 5, 2009	Oct. 19, 2009
Feb./Mar. 2010	Dec. 7, 2009	Dec. 21, 2009

ACE ADVERTISING

We accept ads for educational materials that will benefit our ACE-certified Professionals. We accept ads from ACE Approved Faculty for continuing education courses as long as the Professional Development Department has approved the courses and the ads follow the established Faculty Marketing Guidelines. We also accept ads for job openings and career building opportunities for our certified professionals.

SHIPPING

Insertion orders, contracts, copy instructions and all reproduction materials should be sent directly to:

ACE Publications Department
American Council on Exercise
4851 Paramount Drive
San Diego, CA 92123
Phone: 858-483-8544
E-mail: cekeroth@gmail.com
Fax: 858-279-8064

