



## Purpose

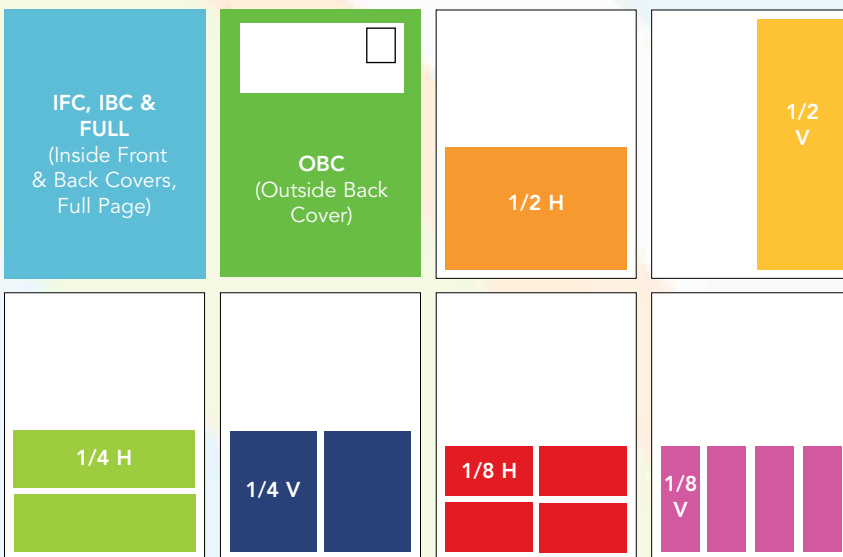
Promote your play therapy products and services to nearly 6,500 APT members and subscribers. *Play Therapy* magazine is a quarterly full-color magazine offering important information about clinical and professional best practices, association program news and recognitions, play therapy books and reviews, and professionally-designed full-color display ads, like this half-page example:



## Schedule

Issue	Order/Copy Due	Production	Target Delivery
March	December 31	February 1	March 1
June	March 31	May 1	June 1
September	June 30	August 1	September 1
December	September 30	November 1	December 1

## Specifications



- **IFC, IBC & Full** 8.625" x 11.125"  
1/8" bleed included
- **OBC** 8.625" x 11.125"  
1/8" bleed included  
Live Area 7.375" x 7.9875"  
(2.3875" from the top to clear the indicha box)
- **1/2 Page H** 7.375" x 4.8542"
- **1/2 Page V** 3.6055" x 9.875"
- **1/4 Page H** 7.375" x 2.3436"
- **1/4 Page V** 3.6055" x 4.8542"
- **1/8 Page H** 3.6055" x 2.3436"
- **1/8 Page V** 1.719" x 4.8542"

**Page Trim Size:** 8.375" x 10.875"

**Bleed Ads Only:** Keep vital images and text at least .25" from trim.

**NOTE:** Any ad that does not precisely meet these mechanical specs will be returned for alteration.

### Ads must be submitted in one of the following applications:

- **Adobe Acrobat 8:** Press Ready hi resolution PDF. Fonts must be embedded. Make sure all Black text is 100% Black.
- **Indesign CS3:** All screen and printer fonts and all supporting hi resolution images must be provided.
- **QuarkXpress 7:** All screen and printer fonts and all supporting hi resolution images must be provided. Only "plain" font usage accepted. In Quark - "font" bold or "font" italic should be used on plain settings, no imitation bolds or italics.
- **Adobe Photoshop CS3:** Your file should be saved as CMYK TIF at 300 dpi. Please flatten your file to help avoid font issues. Do not use LZW compression.
- **Adobe Illustrator CS3:** Convert text to outlines as this will help avoid font issues. Please make sure all embedded images are 300 dpi and CMYK. No Spot Colors. We cannot assume responsibility for the quality of embedded images that have been saved at lower resolutions and RGB.

### We do NOT accept Pagemaker, Publisher, Word or CorelDraw files!

**PC Users:** Please submit your file as a Photoshop 300 dpi CMYK flattened tif or press optimized pdf as we are mac based.

**Proof:** A full-size laser proof of the final file is required.

**Images:** All image files must be CMYK, supplied in either TIFF or EPS format. RGB or Indexed color must be converted to CMYK. Do not save with JPG or LZW compression options. All image files must be 300 DPI at its full imaging size.

**Fonts:** Screen and Printer fonts must be included. Ads should be built with Macintosh Postscript Type 1 fonts. Please do not provide PC fonts or True Type as they will be substituted with the best matching Postscript Type 1 fonts.

**Media:** DVD, CD-Rom, Zip - 100MB, 250MB & 750MB, No floppys accepted.

## Schedule

Issue	Order/Copy Due	Production	Target Delivery
March	December 31	February 1	March 1
June	March 31	May 1	June 1
September	June 30	August 1	September 1
December	September 30	November 1	December 1

**Rates** \* If not submitting placement-ready, please add Design Fee.  
 Excessive edits will accrue additional fees.

Ad	1 Issue	2 Issues	4 Issues	Design Fee*
Back Cover **	<input type="checkbox"/> \$541.00	<input type="checkbox"/> \$952.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
Inside Front Cover **	<input type="checkbox"/> \$541.00	<input type="checkbox"/> \$952.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
Inside Back Cover **	<input type="checkbox"/> \$486.00	<input type="checkbox"/> \$853.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
Full **	<input type="checkbox"/> \$486.00	<input type="checkbox"/> \$853.00	<input type="checkbox"/> Call for prices	<input type="checkbox"/> \$200.00
1/2 H/V	<input type="checkbox"/> \$368.00	<input type="checkbox"/> \$641.00	<input type="checkbox"/> \$1,122.00	<input type="checkbox"/> \$133.00
1/4 H/V	<input type="checkbox"/> \$237.00	<input type="checkbox"/> \$411.00	<input type="checkbox"/> \$716.00	<input type="checkbox"/> \$100.00
1/8 H/V	<input type="checkbox"/> \$143.00	<input type="checkbox"/> \$249.00	<input type="checkbox"/> \$436.00	<input type="checkbox"/> \$100.00

\*\* Only two issues per year for each 4-issue contract. Full pages are limited to two available per issue.

To Order: **1)** Check applicable box above. **2)** Add Design Fee if applicable.

**3)** Total Due \$ \_\_\_\_\_ **4)** Start Month/Year \_\_\_\_\_

## Order Form



To order, complete and submit this page with payment in full (USD) to APT by Order/Copy Due deadline indicated under Schedule. Include text and artwork.

Name: \_\_\_\_\_ Affiliation: \_\_\_\_\_ APT Member?  Yes  No

Address: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Payment Type:  Check/Money Order  Credit Card If Credit Card:    

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVW \_\_\_\_\_ Total Due \$ \_\_\_\_\_

Signature: \_\_\_\_\_ \* Date: \_\_\_\_\_

\* Signature must be same as name on credit card



**Self Esteem Shop**  
 is the one-stop shop for play therapists.

Extensive selection of clinical resources including:

- Books for children on every issue
- Puppets
- Therapeutic Games
- Sandtray Miniatures
- CDs & DVDs
- Toys
- Posters

**20% off**  
 your next online order  
 Exp. Date: 2/13/2015  
 Coupon Code APTC  
Cannot be combined with other coupons. Excludes shipping and handling charges.

If you don't see what you're looking for on our website, give us a call!  
 Build your practice and your play therapy room with help from our expert staff.

Self Esteem Shop | 800.251.8336 | Fax: 248.549.0442 | www.selfesteemshop.com

Sample full page ad