



Exploring Hand Therapy



Magazine Rates and Information
Effective January 2008 www.handtherapy.com

Click here for a complete Media Kit

CIRCULATION

Over 11,000 OTs, PTs, ATCs, and Physicans receive our Magazine
Largest Circulation in the Hand Therapy Community
Free to subscriber

One Color (Black/white) Ads Width (W) X Height (H)- Print

Ad size	Specs	1 issue	2 issue	3 issue	4 issue
1/8 page	2.5 (w) X 3.5	\$250	\$470	\$700	\$860
1/4 page	3.5 (w) X 5	\$385	\$690	\$990	\$1,265
1/2 page	7.5 (w) X 5	\$475	\$910	\$1,320	\$1,695
Full page	7.5 W X 9.5 (H)	\$850	\$1,680	\$2,479	\$3,200

Ad Due Date	Publication Quarter
Nov. 30	January -March
March 10	April -June
June 10	July-August
August 10	September -Dec

Accepted Formats	Notes/Specs	Notes
Indesign PC version Only (native file)	Must provide all external graphics and Fonts	
Photoshop (native file)	600 DPI at 100%	NO anti- alias to any line art
EPS files	Must have fonts converted to outlines	
PDF files	Fonts must be embedded	
Tiff	300 DPI Graphics / 600 DPI Line Art	Treat text as Line ART -- do not apply anti alias to any line art
JPEGS	300 DPI Graphics / 600 DPI Line Art	Do NOT provide any line art as JPEGS Do Not apply anti alias to any line art
Internet version	RGB color (due same dates as PRINT)	

Note: Any files not within these parameters may incur additional costs.
Prefer MAC to be in PDF -- EHT has PC

Policies

Acceptance of Advertisements

Exploring Hand Therapy (EHT) reserves the right to reject advertising for any reason. Advertiser shall indemnify and hold harmless EHT against any loss, expense, claim or liability resulting from rejection of advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. EHT has the right to modify or change newsletter layout without prior notice. Distribution is combination of mail and internet.

Placement of Advertisements

Ad positions are alternated unless prior arrangements are made in writing. Premium rates will apply for guaranteed ad placement positions.



Contact Information

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