

# AATCC

## 2011 Media File

Award-winning publications

100% qualified circulation

Print and digital ad options

AATCC Publications

Editorial Calendar

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Digital Rates



AATCC offers a complete suite of print and digital media to serve readers' and advertisers' needs. The publications are read by AATCC members—a truly global network of textile professionals. Members are industry leaders in product design, testing, manufacturing, and distribution. AATCC publications reach readers in more than 60 countries.

## Print Journal

*AATCC Review* is the official publication of AATCC, publishing innovative research and probing features on all facets of fibers and textiles. Now published in six bigger-than-ever, 80-page, full-color issues.

### AATCC speaks to the professionals you want to reach...

- 100% requested circulation—no purchased mailing lists, sampling, or forced free trials
- 97% subscription distribution
- Copies available at select trade shows and industry events
- All 2,700 subscriber details verified annually
- Circulation statistics confirmed and published annually for postal audit

### ...And they're listening.

An independent survey found:

- 88.5% of respondents read three or more of the last four journal issues
- 64.2% of readers took one or more actions based on ads in *AATCC Review*
- *AATCC Review* is rated the top AATCC membership benefit

### Subscribers aren't the only ones paying attention.

- Each printed copy of the journal reaches 1.7 readers
- *AATCC Review* is available to thousands more through EBSCO's online research database
- 12 Apex Awards for design and feature writing
- 2010 international "TABBIE" award for feature writing

## Email Newsletter

*AATCC News* subscriptions are **free** to all. The newsletter is published twice per month with the latest industry news and updates, plus feature articles and technical information.

### This isn't junk mail.

- 3,700+ subscribers
- 97% delivery rate. Readers value their subscriptions and keep addresses updated.
- 1,200+ UNIQUE opens per issue (> 30%). Total open rate is twice as high!
- NO unsolicited blast emails
- More than 100 readers forward each issue to friends or colleagues

## Web

Textile professionals come to **www.aatcc.org** to order products and publications, register for programs, find colleagues, and do research.

- Homepage is viewed almost 14,000 times per month
- Weekly updates encourage repeat visitors

# What's in *AATCC Review*?

Issue	Features	Readers care about...
January/ February	IC Preview The Online Store (Brands Go Digital)	Chemicals Color matching Fit Software
March/ April	Capturing Color Inspiration Calibrating Color	Color communication Color testing/calibration Color tools Dyes Testing instrumentation
May/ June	The New Naturals How to Get the Best from Protein Fibers What's New in Synthetic Fibers	Fibers Finishing chemistry Pretreatment chemistry
July/ August	ITMA Preview Supply Chain	Chemicals Machinery Supply chain software
September/ October	Antimicrobials Moisture Management	Antimicrobials Chemicals Fibers
November/ December	Green Chemistry Sustainable Manufacturing	Certification Chemicals Machinery Sustainability



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AATCC Review...  
Winner of 12 Apex Awards  
for Publication Excellence



Winner of a 2010 Tabbie Award,  
celebrating international trade  
and B2B publications.

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Editorial Calendar

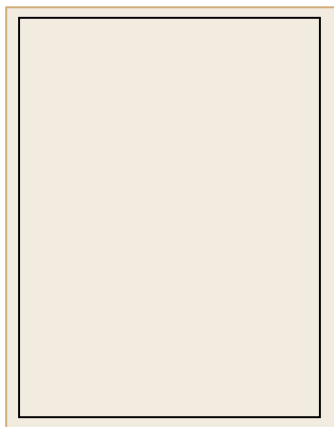
Print Specs

Print Rates

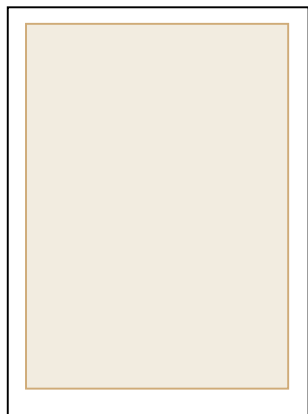
Digital Specs

Digital Rates



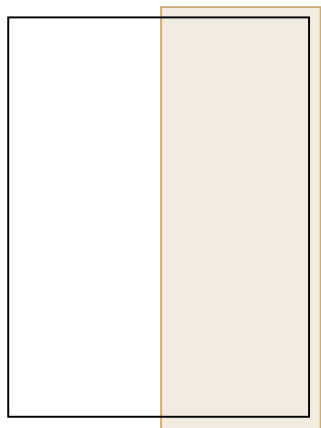


**Full Page Bleed**  
 8½ × 11½ in  
 51 × 68 picas  
 220 × 290 mm

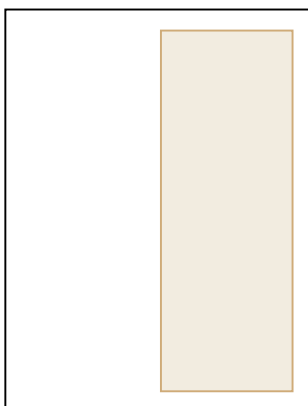


**Full Page**  
 7½ × 10⅙ in  
 44 × 61 picas  
 178 × 254 mm

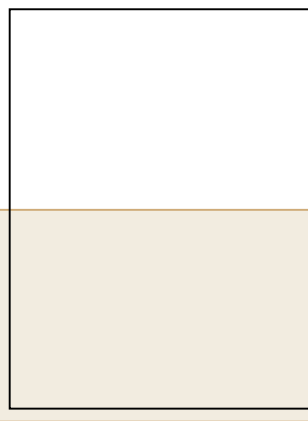
- Submit high resolution Adobe Acrobat PDF file. 300 dpi CMYK file or 600 dpi grayscale.
- A Digital Matchprint, IRIS SWOP proof is preferred. Laser proofs will be used for content, not color accuracy.
- Email files to [media@aatcc.org](mailto:media@aatcc.org).
- **Free Digital Magazine Weblink**—AATCC Review digital magazine is an interactive replica of the printed magazine. All magazine advertisers receive a FREE weblink from the magazine to their company website.



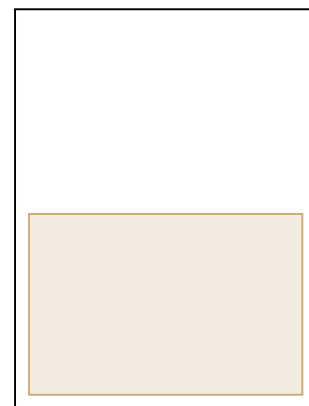
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 20 × 68 picas  
 106 × 290 mm



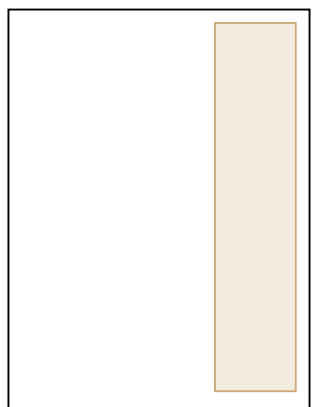
**½ Page Vertical**  
 3½ × 10⅙ in  
 20 × 61 picas  
 85 × 254 mm



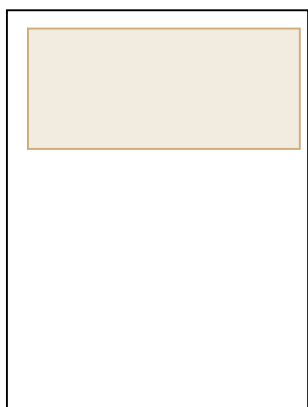
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 51 × 34 picas  
 220 × 146 mm



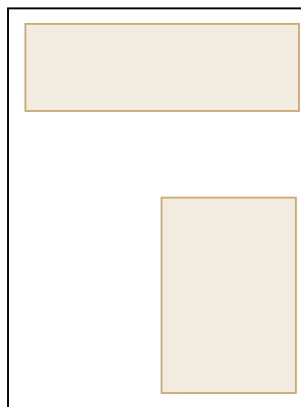
**½ Page Horizontal**  
 7½ × 4⅔ in  
 44 × 28 picas  
 178 × 125 mm



**¼ Page Vertical**  
 2⅙ × 9⅔ in  
 13 × 58 picas  
 55 × 254 mm



**¼ Page Horizontal**  
 7½ × 3½ in  
 44 × 20 picas  
 178 × 80 mm



**¼ Page Vertical**  
 3½ × 4⅔ in  
 20 × 28.5 picas  
 85 × 125 mm

**¼ Page Horizontal**  
 7½ × 2⅔ in  
 44 × 16 picas  
 178 × 60 mm

**Additional sizes:**  
 Final Trim Size:  
 8½ × 10⅙ in  
 48 × 65 picas  
 206.4 × 277.8 mm

**2-page spread:**  
 Non-Bleed  
 15½ × 10⅙ in  
 92 × 61 picas  
 398 × 254 mm

Bleed  
 17½ × 11½ in  
 104 × 68 picas  
 440 × 290 mm

# Advertising Rates

All Rates in US Dollars.			
Four Color	1x	3x	6x
1 Page	4400	4300	4100
½ Page	3100	3050	2950
⅓ Page	2617	2583	2517
¼ Page	2415	2390	2340
Black & White	1x	3x	6x
1 Page	2900	2800	2600
½ Page	1550	1500	1400
⅓ Page	1092	1058	992
¼ Page	895	870	820

# Classified Rates

All Rates in US Dollars. Boxed ads only.		
Type Ad	Size	Cost/Ad
Black & White	¼ Page	450
Black & White	⅓ Page	250
Each additional color		200

- Rates are based on the number of insertions run during a calendar year.
- Multi-page ads count as multiple insertions when computing frequency discount. Frequency discounts apply to all insertions without regard to mixed sizes.
- 10% premium position charge for covers and guaranteed ad positions. No premium or guarantee charge for AATCC corporate members.
- No additional charge for bleed.
- AATCC corporate member discounts available at silver, gold, platinum, and diamond levels.
- Back and inside covers are available to four-color advertisers.
- 15% commission offered to advertising agencies.
- AATCC offers design and layout services to advertisers. Call for quotes.

AATCC Review Deadlines		
Issue	Space Reservations	Ad Material Due
Jan/Feb	12/1/10	12/3/10
Mar/Apr	2/1/11	2/10/11
May/June	4/1/11	4/10/11
Jul/Aug	6/1/11	6/10/11
Sept/Oct	8/1/10	8/10/11
Nov/Dec	10/1/10	10/10/11



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## Digital Advertising Opportunities:

- **AATCC Homepage Button Ad**—Display your product and company information on an interactive button ad at [www.aatcc.org](http://www.aatcc.org).
- **Buyer's Guide Button Ad**—Choose the *Buyers Guide* homepage or any product category. The *AATCC Buyer's Guide* is a searchable directory, viewable by members and the public, presenting textile-related products, chemical specialties, dyes, machinery, soft goods, and consultant services.
- **AATCC News Ad**—A large banner ad linked to your website is prominently displayed at the top of the newsletter.

### Home Page and Buyer's Guide Button Ads

Size: 150 × 100 px  
All images must be submitted at 72 dpi resolution.  
Maximum file size 40 kb.

All web ad space is available on a monthly basis.

### AATCC News Banner Ad

Size: 650 × 77 px. All images must be submitted at 72 dpi resolution.  
Maximum file size 90 kb.

### File format for Static Images:

PNG (24-bit or 8-bit); GIF (89a); JPG (high quality only)

### File format for Animated Images:

SWF macromedia Flash Animated GIF. "Get URL" action script "window=\_blank" parameter; no embedded text links; submit native FLA files.

Call AATCC ad sales to find out how you can connect to thousands of textile professionals around the globe!

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# Digital Advertising Rates

All Rates in US Dollars.	
Type Ad	Cost/Ad
Homepage Button	500
Buyer's Guide Button	500
Newsletter Banner	750

AATCC News Deadlines		
Issue	Space Reservation	Ad Material Due
January A (First Tuesday)	12/1/10	12/15/10
January B (Third Tuesday)	12/1/10	1/1/11
February A	1/1/11	1/15/11
February B	1/1/11	2/1/11
March A	2/1/11	2/15/11
March B	2/1/11	3/1/11
April A	3/1/11	3/15/11
April B	3/1/11	4/1/11
May A	4/1/11	4/15/11
May B	4/1/11	5/1/11
June A	5/1/11	5/15/11
June B	5/1/11	6/1/11
July A	6/1/11	6/15/11
July B	6/1/11	7/1/11
August A	7/1/11	7/15/11
August B	7/1/11	8/1/11
September A	8/1/11	8/15/11
September B	8/1/11	9/1/11
October A	9/1/11	9/15/11
October B	9/1/11	10/1/11
November A	10/1/11	10/15/11
November B	10/1/11	11/1/11
December A	11/1/11	11/15/11
December B	11/1/11	12/1/11

- AATCC corporate member discounts available at silver, gold, platinum, and diamond levels.
- 15% commission offered to advertising agencies.
- AATCC offers design and layout services to advertisers. Call for quotes.



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