

# 2007 Editorial Calendar



## January: Viewing Colors

### Color—The Myths vs. The Facts

We ride the rainbow to see how color is viewed, defined, and tested.

### The Perfect Color: Forecasting The Future

Crystal ball or solid research? How do the forecasters “know” what the next color trends will be?

## February: Finishes

### FR in Motion: Planes, Trains, and Automobiles

All human transportation must have flammability protection, but how do manufacturers achieve it? We investigate the available technologies.

## March: Antimicrobials, Sterilization

### Medical Textiles—Microbes and Medics Don't Mix

The latest textile technologies provide antimicrobial benefits. We'll examine how.



## April: Linens, Carpets, Upholstery Fabrics

### A Bed for the Night: Hospitality Textiles

A hotel is full of textiles—all for our comfort, convenience, and safety. The demands made on fabrics are immense. What innovations has the textile industry dreamed up?

## May: Fibers; Yarns; Dyes, Finishes & Preparation; High-Tech Materials

### Environmentally Friendly Fibers

Organic or natural, renewable or recyclable—we find out the difference, and how each contributes to a sustainable world.

## June: Nanotubes, Nanotechnology

### Newest Fashion or Brave New World?

The textile industry was an early adopter of nanotechnology to improve products worn by consumers. What kinds of benefits does the new technology offer? Is it a fad, or will there be long-lasting consequences for our industry?



## July: Odor Trapping Technology, Encapsulated Fragrance, Antimicrobials, Finishes

### A Pleasing Scent

The latest in odor control—how fabrics can end up “smelling of roses.”

## August: Materials Testing; Weatherfastness; Lightfastness; UV Protection; Fibers, Dyes & Coatings

### The Great Outdoors

With a global warming scare in the headlines, the demands placed on outdoor textiles are increasing.

### AATCC's IC&E Preview

August is our international conference preview issue—of special interest to our members worldwide.

## September: Dyes and Design, CAD/CAM, Machinery

### Screen Printing Versus Digital Printing

Did we ever really resolve the screen versus digital question? How far has each system come? Where do they excel? We discuss the benefits and challenges of each.

## October: Enzymes, Finishes, Stretch Fibers

### “These Jeans Make Me Look Fabulous!”

The bottom line: what consumers really want from their jeans is to look *great* in them. We look at the new technologies available to make jeans really flattering.

### Designing Denim CAD/CAM

We explore the challenges of designing the next denim “look” for tomorrow's customers. Where are the indicators? How do designers stay ahead of the game?



## November: Antistatic Fibers, Finishes & Coatings

### “It's Shocking!”

Ouch! Static shocks from textiles are nothing new, but some of the solutions are.

## December: Fiber ID, Testing Labs, Cashmere vs. Wool

### Detecting the Fiber

Sherlock Holmes would be amazed at how far we have come in fiber identification. We'll investigate why it's important and how it's done.

# ADVERTISEMENT RATES

FOUR COLOR	1X	3X	6X	9X	12X
1 Page	4461	4248	4069	3998	3928
2/3 Page	3473	3430	3380	3326	3272
1/2 Page Island	3257	3222	3181	3130	3078
1/2 Page	3059	3023	2980	2930	2881
1/3 Page Island	2753	2708	2669	2640	2612
1/3 Page	2614	2575	2538	2514	2490
1/4 page	2414	2377	2337	2328	2318
1/6 Page	2197	2167	2121	2106	2092
1/8 Page	2073	2053	2044	2018	1992

TWO COLOR	1X	3X	6X	9X	12X
1 Page	3429	3216	3037	2968	2896
2/3 Page	2440	2398	2348	2294	2240
1/2 Page Island	2225	2190	2149	2098	2046
1/2 Page	2027	1991	1948	1898	1849
1/3 Page Island	1721	1676	1637	1608	1580
1/3 Page	1582	1543	1506	1482	1458
1/4 Page	1382	1345	1305	1296	1286
1/6 Page	1165	1129	1089	1075	1060
1/8 Page	1040	1021	1012	986	960

BLACK & WHITE	1X	3X	6X	9X	12X
1 Page	2813	2600	2421	2350	2280
2/3 Page	1924	1882	1832	1778	1724
1/2 Page Island	1709	1674	1633	1582	1530
1/2 Page	1511	1475	1432	1383	1333
1/3 Page Island	1205	1160	1121	1093	1064
1/3 Page	1066	1027	990	966	942
1/4 page	866	829	789	780	770
1/6 Page	649	613	573	558	544
1/8 Page	525	505	496	470	444

## MAILING INSTRUCTIONS



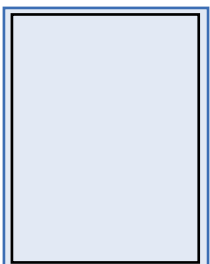
Send ALL printing material via FedEx or UPS ONLY to:

**AATCC Review**

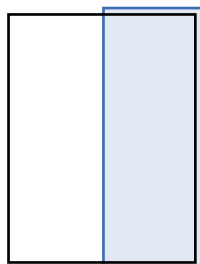
Attn: Advertising Dept.

One Davis Drive

Research Triangle Park, NC 27709 USA



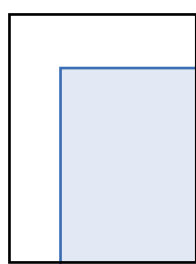
**FULL PAGE BLEED**  
8 1/2 in x 11 1/3 in  
51 picas x 68 picas  
220 mm x 290 mm



**1/2 PAGE VERTICAL BLEED**  
3 1/3 in x 11 1/3 in  
20 picas x 68 picas  
106 mm x 290 mm



**1/2 PAGE HORIZONTAL BLEED**  
8 1/2 in x 5 2/3 in  
51 picas x 34 picas  
220 mm x 146 mm



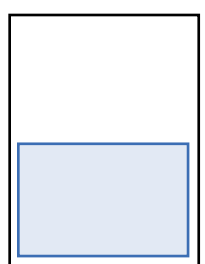
**1/2 PAGE ISLAND BLEED**  
5 1/2 in x 8 1/2 in  
33 picas x 51 picas  
138 mm x 220 mm



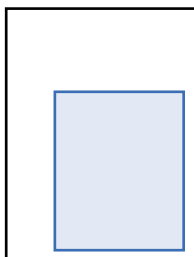
**FULL PAGE**  
7 1/3 in x 10 1/6 in  
44 picas x 61 picas  
178 mm x 254 mm



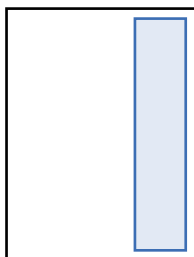
**1/2 PAGE VERTICAL**  
3 1/3 in x 10 1/6 in  
20 picas x 61 picas  
85 mm x 254 mm



**1/2 PAGE HORIZONTAL**  
7 1/3 in x 4 2/3 in  
44 picas x 28 picas  
178 mm x 125 mm



**1/2 PAGE ISLAND**  
4 1/2 in x 7 1/2 in  
27 1/2 picas x 45 picas



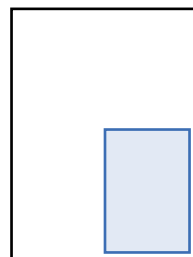
**1/3 PAGE VERTICAL**  
2 1/6 in x 9 2/3 in  
13 picas x 58 picas  
55 mm x 254 mm



**1/3 PAGE HORIZONTAL**  
7 1/3 in x 3 1/3 in  
44 picas x 20 picas  
178 mm x 80 mm



**1/3 PAGE ISLAND**  
4 1/2 in x 4 2/3 in  
27 1/2 picas x 28 picas



**1/4 PAGE VERTICAL**  
3 1/3 in x 4 2/3 in  
20 picas x 38 picas  
85 mm x 125 mm



**1/4 PAGE HORIZONTAL**  
7 1/3 in x 2 2/3 in  
44 picas x 16 picas  
178 mm x 60 mm

### ADDITIONAL SIZES:

**FINAL TRIM SIZE:**  
8-1/8 inches x 10-7/8 inches  
206.4 mm x 277.8 mm  
48p9 x 65p7 picas

### 2-PAGE SPREAD:

**Non-Bleed**  
15.333 in x 10.167 in  
398 x 254 mm  
92 x 61 picas

**Bleed**  
17.333 in x 11.333 in  
440 x 290 mm  
104 x 68 picas

# DIGITAL SPECIFICATIONS

FOR SUBMITTING ADVERTISING TO *AATCC REVIEW*

## DIGITAL MATERIAL REQUIREMENTS

MACINTOSH OS X (PREFERRED PLATFORM)

Submission of ads as high resolution (300+ DPI) **Acrobat PDFs** is encouraged

Applications supported: Adobe Creative Suite: PhotoShop, Illustrator, InDesign • PageMaker (6.5) • QuarkXPress (6.0)

**\*WE CANNOT USE QUARK PASSPORT.**

We **REQUIRE** a **CD** of the native files and a **HARD COPY** of the ad.

*AATCC Review* cannot be held responsible for errors in color or content of ads submitted without a hardcopy proof.

## PROOFS

A **SWOP\*** (Digital Matchprint, IRIS SWOP proof, etc.) certified proof is **REQUIRED**. Other formats, such as laser proofs will be used to proof content **ONLY** and **NOT** for color accuracy.

## ARTWORK

(**ALL Native files must be provided on disk or by email.**)

**\*Please include a PHOTOSHOP EPS of the entire ad on submitted CD for trouble-free placement of ads into *AATCC Review*. Illustrator files will also be accepted.**

## FONTS

PostScript fonts must be included. **NO** True Type fonts.

**ALL ARTWORK FILES MUST BE IN CMYK MODE and HIGH RESOLUTION (300 dpi for Halftone images and 600 dpi for line art).**

## TERMS & CONDITIONS

- Rates are in US \$ and are based on the number of insertions run during a 12-month period. Insertions credited to one period may not later be credited to another period.
- Multiple page advertisements count as multiple insertions when computing frequency discount.
- Frequency discounts apply to all insertions without regard to mixed sizes.
- No additional charge for bleed.
- MOST Corporate members receive discounts (5% to 12.5%) on display advertising.

### Creative Services

AATCC Review offers design and layout services to advertisers. Call for a quotation to meet your individual needs.

### Cover Positions

The back and inside covers are available to four color advertisers. Regular four color rates apply. There is no extra charge for these premium positions. Contact Advertising Department for details.

### Commission Discount

Commission to advertising agencies is 15% on space, color, bleed and position.



For production questions, please contact:

**Kathleen O'Toole, Production/Circulation Manager**

**+1 919 549 3543 • [otoolek@aatcc.org](mailto:otoolek@aatcc.org)**



The *AATCC Review* has won nine Apex Awards in six years for Publication Excellence in Feature Writing and Design & Illustration, including Most Improved Magazine and Journal in 2001! AATCC Review has continued to produce relevant feature articles, illustrations, and design that have garnered the publications industry's praise.

Apex awards are sponsored by Communications Concepts Inc. and Writing that Works.

# AATCC team

**John Y. Daniels**  
Executive Vice President

**Scheryl McDavid**  
Publications Director

**Kathleen O'Toole**  
Production/Circulation Manager

**Maria Thiry**  
Features Editor

**Ann Holland**  
Acquisition Editor

**J. Michael Quante**  
Assistant Editor/Web Editor

**Diana Wyman**  
Assistant Editor

**Sandy Thomas**  
Publications/Membership Coordinator

**Birgit W. Patty**  
Membership Services Director

**Christopher S. Leonard**  
Technical Director

**Peggy Pickett**  
Director of Educational Programs

## READERSHIP PROFILE

Can your other media outlets qualify their readership numbers for you?

**88.5%** read 3 or more of the last 4 issues

**64.2%** of readers took one or more actions as a result of seeing an ad in *AATCC Review*

## AATCC REVIEW PROVIDES PROVEN BENEFITS TO ITS ADVERTISERS

**FOCUSED EDITORIAL:** News, topics & technical coverage of textile design, dyeing, printing, finishing, and testing.

—Attracting the readers you NEED to influence.

**WORLDWIDE READERSHIP:** Includes every Individual and Corporate Member of the AATCC, the largest association of its kind in the world, spanning more than 59 countries.

—Delivering industry professionals & decision makers to you

**SOLID CIRCULATION:** 3665 copies distributed every month — 100% QUALIFIED!

**INDUSTRY EXPERTISE:** Published by the AATCC, which provides educational programs, conferences, and test methods for the industry.

— More than just a publisher, a respected industry authority.

**NO AD DOLLARS WASTED:** Focusing on the textile industry and our "Concept 2 Consumer<sup>®</sup>" members, from design to production to retail, means advertisers benefit from a circulation relevant to the products they want to sell.

**SUCCESSFUL PUBLISHING:** Winner of 9 coveted Apex Awards for Publication Excellence.

—Join in the success of the award winning *AATCC Review*!

# VITAL AD INFO

### MONTH

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

### SPACE RESERVATIONS

12/1/06  
12/29/06  
2/1/07  
3/1/07  
3/30/07  
5/1/07  
6/1/07  
6/29/07  
8/1/07  
8/31/07  
10/1/07  
11/1/07

### AD MATERIAL DUE

12/11/06  
1/10/07  
2/9/07  
3/9/07  
4/10/07  
5/10/07  
6/11/07  
7/10/07  
8/10/07  
9/10/07  
10/10/07  
11/9/07

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FOR ADDITIONAL ADVERTISING SALES & INFORMATION CONTACT:

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U.S. Tel.: 919-549-3547 • Tel./Fax: +44 1606 833891 • E-mail: shawc@aatcc.org