

SOUVENIR JOURNAL

Souvenir Journal Protocols

The specifications listed are for souvenir journal for internal submissions. The journal will include external advertisement. It is vital that all submissions protocols are adhered to for the AIM Convention.

PROCESS	<ul style="list-style-type: none">● Journal submission form must be completed for EACH INDIVIDUAL AD. Only one ad per form.● Ads can be submitted by<ul style="list-style-type: none">○ TO SUBMIT BY MAIL - Complete the form and attach the ad information to this form with payment. Payments are due with ad submissions. No ads will be accepted without form, payment and digital file. Mail to: AIM Souvenir Journal – P.O. Box 553 – Memphis, TN 38101○ TO SUBMIT BY E-MAIL - Complete the form and attach the ad information to this form with payment. In Subject Line include department and point of contact with contact information in the body of the email to include phone number and address. Payments are due with ad submissions. No ads will be accepted without form, digital file, and payment information. E-Mail to: AIMJournal@live.com and aimmarketingpr@gmail.com
AD SUBMISSION	<ul style="list-style-type: none">● FILE FORMATS<ul style="list-style-type: none">○ Preferred format: press-ready pdf○ Other accepted formats: hi-res eps or tif● BLEED<ul style="list-style-type: none">○ Minimum 1/8" bleed required; prefer 1/4".○ Make sure pdf includes bleed.○ For all bleed ads, keep live area 3/8" from trim on all sides.○ All text should be 3/8" from trim● COLOR<ul style="list-style-type: none">○ 4-color ads: pantone colors, other spot colors and non-CMYK Elements must be converted to CMYK. 4-color solids should not Exceed swop density of 300%.● GENERAL GUIDELINES<ul style="list-style-type: none">○ Do not apply style attributes to basic fonts.○ Include and/or embed all fonts, images, logos, and other artwork.○ Do not nest pdf files within other pdf files.○ Do not nest eps files within other eps files.○ All supplied materials must be properly trapped.● FILE SUBMISSION<ul style="list-style-type: none">○ We prefer you use the AIM marketing/PR dropbox to upload digital files please email completed form for access
AD SUBMISSION DISCLAIMERS	<ul style="list-style-type: none">● It is assumed that output has been proofed and reviewed by you in● Accordance with industry standards prior to printing.● AIM convention marketing/pr cannot be responsible for any errors attributed to vendors' software or hardware.● No consequential damages, third party liability, or other incidental or special damages can be assumed by AIM convention marketing/pr.● All files are output at 100 percent. If required support documents are not included, extra charges will be incurred.

AD PRICING

- Open Rate Ad Size Cost
 - Full-page \$500
 - 1/2 page \$250
 - 1/4 page \$125

- Premium Positions
 - Page One \$1,000
 - Back Cover \$3,000
 - Inside Front Cover \$1,500
 - Inside Back Cover \$1,500
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Souvenir Journal Contact Information

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