

AANR.COM
WEBSITE ADVERTISING

Member & Club Pricing

Margin web ads	\$105/3-months
Contract 12 months	\$400/annually
Club Happenings page	\$250/annually
Body Painting page	\$250/annually
Featured Club Listings	\$325/month
Premium Club Listing	\$120/quarter

Clubs may use rebates to pay for advertising.

Nonmember pricing contact Martha Young
 Bulletinads@aanr.com • 800/879-6833

The screenshot shows the AANR website interface. At the top, there's a navigation menu with links like 'Home', 'About Us', 'Member Login', and 'Club Login'. Below that is a search bar and a 'Donate' button. The main content area features a large photo of a group of people, a 'Club Happenings' section with a search form, and several promotional banners for 'LARC', 'BARE NECESSITIES', 'MIRAMARERS EVE CRUISE', and 'Go Classy Tours'.

**2012 Advertising
 Special Offer**

*Purchase any web ad (example
 at right) and receive a 2”
 Marketplace ad in The Bulletin
 FREE for the duration.*



American Association for Nude Recreation
 1703 N. Main Street
 Kissimmee, FL 34744-3396
 800/TRY-NUDE • 407/933-2064
 FAX 407/933-7577
 www.aanr.com
 Email: BulletinAds@aanr.com

Advertising CoordinatorMartha Young
 Director of PublicationsLinda Berry

The Bulletin



RATE CARD 2012

*The official
 publication of*



*American Association for Nude Recreation
 The credible voice of reason
 for nude recreation since 1931.*

Bulletin Display Ad Rates

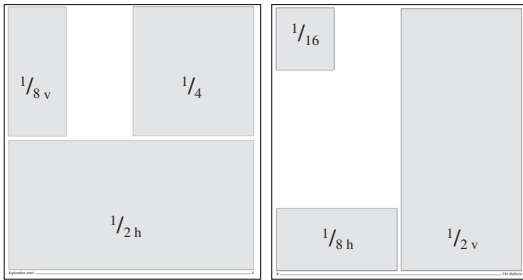
Ad Size	Mechanics	Rate
Center Spread	19 ¹³ / ₁₆ " x 10 ¹ / ₂ "	\$4500
Full Page	9 ²⁵ / ₃₂ " x 10 ¹ / ₂ "	\$2615
Half Page (H)	9 ²⁵ / ₃₂ " x 5 ³ / ₁₆ "	\$1745
Half Page (V)	4 ¹³ / ₁₆ " x 10 ¹ / ₂ "	\$1745
Quarter Page	4 ¹³ / ₁₆ " x 5 ³ / ₁₆ "	\$1055
Eighth Page (H)	4 ¹³ / ₁₆ " x 2 ¹ / ₂ "	4/c \$ 630
Eighth Page (V)	2 ¹ / ₃ " x 5 ³ / ₁₆ "	4/c \$ 630
Sixteenth Page	2 ¹ / ₃ " x 2 ¹ / ₂ "	4/c \$ 370

(No discount applicable)

The Bulletin is printed on newsprint and the finished size is 11 ¹/₄" x 12".

FOUR COLOR is an additional \$275 per page (full, half, quarter) added to your contract/discounted rate.

Deadline: The space reservation and copy deadline is the 20th of each month. For example, January 20 for the March issue, February 20 for April, etc.



CONTRACT/DISCOUNT INFORMATION

- There are discounts on display advertising as per contract status.

Ad Agencies	15%
AANR Clubs	per contract*
AANR Members	10%

* No additional discounts allowed in conjunction with contract discounts.
- Frequency rate discounts are for multiple insertions per calendar year and may be used in conjunction with an agency or member discount.

3 times	5%
6 times	10%
12 times	15%

Contact Martha Young with questions.

Email BulletinAds@aanr.com

800/TRY-NUDE, Ext. 228; Fax 407/933-7577

Unless credit is established, all advertising must be paid in US funds and accompany order.

Prices effective January 1, 2012

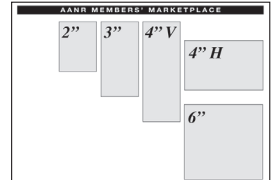
MEMBERS' MARKETPLACE

(May include a logo or photo)

	Members & Clubs	Nonmembers
2" (1 ¹ / ₂ " x 2")	\$120	\$140
3" (1 ¹ / ₂ " x 3")	\$170	\$200
4v" (1 ¹ / ₂ " x 4")	\$240	\$270
4h" (3 ¹ / ₈ " x 2")	\$240	\$270
6" (3 ¹ / ₈ " x 3")	\$355	\$405

This includes aanr.com.

Four color is an additional \$35.



CLASSIFIED ADVERTISING

Members \$40 for up to 20 words and 40¢ for each additional word.

Nonmembers \$55 for up to 20 words and 50¢ for each additional word.

This includes aanr.com. Yellow highlighter is an additional \$5 per line.

All marketplace and classified rates are per monthly insertion, no discounts are applicable.

PRODUCTION GUIDELINES

Accepted Formats:

InDesign CS3 file, Illustrator Eps, Acrobat Pdf, Photoshop Tiff, Jpeg or Psd file

Requirements:

Grayscale, Line Art or CMYK files, NOT RGB. Postscript fonts ONLY. No true type fonts. Fonts should be either embedded in file or converted to paths. Make sure all fonts (screen and printer fonts), eps, tiffs, logos are included with your file. 100 line screen. Halftones set at 200 dpi or larger. Line art at 600 dpi or larger. Adobe Acrobat PDFs should be saved to PRESS format with the resolution set at 300 dpi with all the fonts embedded.

PRODUCTION CHARGES apply if file has to be adjusted. Production charge is 10% of the base price of the ad, and alterations are charged accordingly. No discounts are applicable.

Please verify that files are CMYK, not RGB.

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising that is not in keeping with the Association's principles and standards.

Prices are subject to change.

Advertisers and ad agencies agree to indemnify, defend, and save harmless the publisher from any and all liability for content of advertisements printed, or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.