

AMERICAN GEM TRADE ASSOCIATION

PRISM

2011 ADVERTISING RATES & INFORMATION

ADVERTISING RATES

	1x	4x
Center Two-Page Spread	\$1,500	\$1,250
Inside Front Cover	\$1,250	\$1,000
Inside Back Cover	\$1,000	\$850
Full Page	\$750	\$600
Half Page	\$400	\$300

CIRCULATION

PRISM is distributed quarterly to over 1,100 American Gem Trade Association Members & approximately 4,000 AGTA GemFair™ Buyers.

The Winter and Spring issues also receive a bonus distribution as they are circulated at GemFair Tucson and GemFair Las Vegas.

PRINT PRODUCTION REQUIREMENTS:

Digital high-res X-1a compatible printable PDFs (print ready with color corrected images), CMYK (no spot color), with embedded fonts, with bleed allowances (if applicable), crops and registration bars.

FULL PAGE AD SPECS

	Width	Height
Bleed	8.25" x	12.125"
Trim	7.5" x	11.25"

HALF PAGE AD SPECS

	Width	Height
Trim	7.5" x	5.375"
Trim	3.5" x	11.375"

To reserve your spot, contact Adam Graham at 800-972-1162, ext. 21 or by email at adam@agta.org.

Please email all materials to Joshua Garcia at joshua@agta.org or mail to: AGTA Marketing, 3030 LBJ Frwy., Ste. 840, Dallas, TX 75234.



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