

SIS Quarterly Practice Connections— A supplement to OT Practice

Target Specific Occupational Therapy Market Segments!

Your company is recognized as the sponsor of one of the Practice Area sections in the *SIS Quarterly Practice Connections*. Each sponsorship includes a ½ page ad in the selected practice area editorial pages so you can customize your message for an audience of key prospects, and enable readers to access the specific information they want.



Choose from these practice areas:

Children & Youth	\$850
Health & Wellness	\$850
Mental Health	\$850
Productive Aging	\$850
Rehabilitation, Disability & Participation	\$850
Work & Industry	\$850
Education	\$850
General - Cover II, IV	\$1,500

Space and Material Deadlines

Issue Month	Deadline	Theme
February	January 11	Interprofessional Collaboration/Teams
May	April 10	No Theme Specified
August	July 12	Environmental/Contextual Factors
November	October 18	Cognitive Assessment/Interventions

Ad Specifications

- Cover size: 7.5 x 9.83 inches
- 1/2 Page size: 7.5 x 4.67 inches
- Format & Resolution: EPS, PDF, or TIF, 300 DPI min.
- Color: PMS 1665 U spot color orange and black only



Advertising Specifications and Policies

Publisher takes no responsibility for reproduction if these requirements are not met.

All new submissions will be reviewed for print specifications. While the publisher makes a reasonable attempt to identify errors in supplied materials, it assumes no responsibility for advertiser-supplied materials that are incomplete or that do not adhere to our specifications.

Publication Specifications

OT Practice Magazine

Trim Size: 8.125" x 10.875"

Binding Method: Saddle stitched

Printing Process: Web offset (SWOP standards apply to all ad materials)

Color: 4-color process throughout (spot colors must be built in CMYK)

American Journal of Occupational Therapy (AJOT)

Trim Size: 8.125" x 10.875"

Binding Method: Perfect bound

Printing Process: Web offset (SWOP standards apply to all ad material)

Text Pages: Black ink only

Covers: 4-color process (spot colors must be built in CMYK)

Ad Production & Submission

Submit your copy as an attached text document or as part of your e-mail message. Submit any logos or graphics as separate attachments; high resolution; CMYK, grayscale, or bitmap; and TIF, EPS, or JPEG. Do not embed graphics in the text document.

Material Specifications

Acrobat-distilled PDF files are the preferred digital file format. CMYK or grayscale; all fonts embedded; high resolution images; PDF/X-1a or Press Quality.

EPS and TIF files are acceptable if 300 DPI minimum and CMYK or grayscale. Please consult your sales representative with any questions.

Payment

All companies and advertising agencies outside of the United States must prepay for each advertisement placed.