



Hispania Advertising Terms and Guidelines

The American Association of Teachers of Spanish and Portuguese (AATSP) publishes quarterly its scholarly academic journal, *Hispania*, through Johns Hopkins University Press (JHUP). JHUP has rigorous standards to ensure a quality advertisement reproduction, which starts with the quality of the original file from the advertiser.

Please follow these guidelines in creating and submitting your advertisement for publication.

Advertisement Content: All copy is subject to AATSP approval. The AATSP reserves the right to deny any advertisement if artwork and/or copy is deemed inappropriate.

Mechanical Requirements: PDF files required. Ad files should be submitted as composite PDFs v.1.3 (Acrobat 4.0 compatible) and ideally able to conform to ISO 15930 file format standards: PDF/X-1a:2001.

- **Images.** Halftones (photos) should be scanned at a resolution of 266-300 dpi; a combination of line art and halftone at 500-900 dpi; line art, 900-1200 dpi. All images should be embedded.
- **Fonts.** All fonts should be embedded. Type 1 fonts are strongly recommended. No crop marks, registration marks, or slug lines in the file.
- **Color.** Supply ads in black and white format or grayscale. Avoid all color functions such as ICC profiles.

For detailed guidelines for digital ads, see: [The Sheridan Press Guidelines](#)

4 easy steps to submit an ad for publication in *Hispania*!

1. **Create your advertisement, meeting the technical guidelines and size requirements.**
2. **Verify that your ad meets the printer guidelines.** This is a free service, no registration is required. Go to <http://dx.sheridan.com>, and use the Digital Expert Online File Checking System. You will be prompted to upload your ad and your ad's formatting will be checked. Then you will be emailed a link to a report. If there are problems with your ad, you will be provided instructions on how to resolve the problems. If you initially receive a message that the "report is not ready" when you click on the report link, please allow the system a couple of hours to post your report for review. The AATSP is not responsible for reproduction quality if the ad does not meet the technical guidelines.
3. **Submit your ad order form to AATSP.** You may purchase your advertising space online at www.aatsp.org, submit your order form via fax, email, or mail your order form with your check (please do not include credit card information if submitting by email as email is not a secure medium).
4. **Submit your PDF electronically to AATSP** via email to ckendall@aatsp.org



HISPANIA ADVERTISING SPACE RESERVATION FORM

Submit space reservation form and advertisement file to:

Cindy Kendall
 AATSP Advertising
 900 Ladd Road
 Walled Lake, MI 48390
 Phone: 248.960.2180
 FAX: 248.960.9570
 ckendall@aatsp.org

Check publication month(s) and insert year when advertisement(s) will appear:

March of _____ (year)
 June of _____ (year)
 September of _____ (year)
 December of _____ (year)

*Please refer to the Hispania Terms and Guidelines.
 Advertisement deadlines are the first of the month, two months prior to the month of publication.*

Advertisement Size	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Full-Page	\$375	\$750	\$975	\$1200
Half-Page	\$300	\$600	\$750	\$900
Quarter-Page	\$250	\$500	\$675	\$800
Full-Page Inside Cover	\$450	\$900	\$1275	\$1600
Full-Page Outside Back Cover	\$550	\$1100	\$1650	\$2200

Advertisement Size	Dimensions	Insertions	Total
<input type="checkbox"/> Full-Page	5 1/2" (w) x 8 1/2" (h) 13.97 cm x 21.59 cm		
<input type="checkbox"/> Half-Page	5 1/2" (w) x 4 1/4" (h) 13.97 cm x 10.8 cm		
<input type="checkbox"/> Quarter-Page	2 1/2" (w) x 4 1/4" (h) 6.35 cm x 10.8 cm		
<input type="checkbox"/> Full-Page, Inside Front Cover	5 1/2" (w) x 8 1/2" (h) 13.97 cm x 21.59 cm		
<input type="checkbox"/> Full-Page, Inside Back Cover	5 1/2" (w) x 8 1/2" (h) 13.97 cm x 21.59 cm		
<input type="checkbox"/> Full-Page, Outside Back Cover	5 1/2" (w) x 8 1/2" (h) 13.97 cm x 21.59 cm		

<i>Please Print Clearly</i>		
Company Name		
Address		
City	State	Zip Code
Contact Person		
Telephone Number	FAX Number	
E-mail Address		
Payment Information		
Payment can be made by VISA, MasterCard, check or money order made payable in US Dollars to AATSP		
Credit Card Number	Expiration Date	
Signature/Name on Card	3-Digit Security Code	
Billing Address of Card		