



## Updated Media Buyer's Guide Coming Soon Book now to lock in 2017 rates.

# MAA FOCUS

### Pricing

Size	1x	3x	6x	9x
Cover 4	\$3,486	\$3,255	\$2,905	\$2,670
Cover 3	\$3,385	\$3,160	\$2,820	\$2,590
Full Page	\$2,765	\$2,530	\$2,285	\$2,055
2/3 Page	\$2,345	\$2,100	\$1,895	\$1,680
1/2 Page	\$1,680	\$1,550	\$1,490	\$1,205
1/3 Page	\$1,575	\$1,430	\$1,305	\$1,140
1/4 Page	\$1050	\$935	\$840	\$805
1/6 Page	\$995	\$875	\$760	\$700

### Publishing Schedule

Issue Month	Space	Artwork
Feb/Mar	Jan 7	Jan 14
Apr/May	Mar 11	Mar 25
Jun/Jul	Apr 8	Apr 15
Aug/Sep	Jun 3	Jun 10
Oct/Nov	Aug 5	Aug 19
Dec/Jan	Oct 3	Oct 10

### Art Specs Dimensions W X H

Cover 4	8" x 8"	1/2 Vertical	3 5/16" x 9 1/4"
Full-Page Bleed	8 1/2" x 10 7/8"	1/2 Horizontal	7" x 4 3/4"
Full-Page Non-Bleed	7" x 9 1/4"	1/3 Vertical	2 1/8" x 9 5/16"
Spread Bleed	10 7/8" x 16 3/4"	1/3 Horizontal	6 3/4" x 3 1/8"
Spread Non-Bleed	9 1/4" x 15"	1/3 Square	4 7/16" x 4 7/16"
2/3 Vertical	4 1/2" x 9 1/4"	1/4 Vertical	3 1/4" x 4 5/8"
2/3 Horizontal	7" x 6"	1/6 Vertical	2 1/8" x 4 5/8"

### Mechanical Specs

Trim Size: 8 1/4" x 10 5/8"  
 Column Width: 2 1/4", 4 1/2", 7"  
 Screen: 150-line halftone  
 Printing: Offset, saddle-stitched  
 Resolution: 300 dpi  
 Color Model: CMYK  
 Acceptable File Formats: .pdf, .eps, .jpg, .png  
 Safety Zone: Live copy should be 1/4" from trim  
 Guaranteed Position: 15% premium  
 Full-Page Bleed: 10% premium

## Payment Terms

Invoices are due within 30 days of the invoice date. 1.5% per month is charged for overdue accounts.

Ad Order Form

TERMS OF USE, RIGHTS, WARRANTY, AND LIABILITY - Mathematical Association of America reserves the right to refuse any display ad submitted for display in MAA for any reason. Mathematical Association of America also maintains the right to remove any display ad currently displayed under any agreement. MAA and its printers cannot be held liable for color complaints when an ad is without an acceptable color proof.

# DIGITAL

## Email Marketing

### MAA Math Alert

Size	1x	3x	6x	12x
300 px x 250 px	\$1,000	\$950	\$900	\$850

## Social Media

	Twitter Option	Facebook Option	Combo Package
Number of Posts	2	1	2 Twitter, 1 Facebook
Timeframe for Posting	2-3 weeks	4 weeks	4 weeks
Images and Dynamic Content	Minimum 1 image or video	Minimum 2 images or videos	Minimum 2 images or videos
Cost	\$1,000	\$800	\$1,500

Based on the selected option, please provide the appropriate content for each post including

- Sample text
- Hashtags
- Handles for tags/mentions
- Photos or videos with credits
- Links

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## CONTACT

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**Ad Order Form**