



# *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.
- **Links.** Provide appropriate website links and contact information for program(s) advertised in ad.

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

1. **Create your advertisement, meeting the technical guidelines and size requirements.**
2. **Submit your ad order form to AATSP.** You may purchase your advertising space online at [www.aatsp.org](http://www.aatsp.org), submit your order form via fax, email, or mail your order form with your check.
3. **Submit your PDF electronically to AATSP** via email to **Dalila González**, Coordinator of Conferences and Exhibits at [dgonzalez@aatsp.org](mailto:dgonzalez@aatsp.org).



# HISPANIA & SPR ADVERTISING SPACE RESERVATION FORM

Submit space reservation form and advertisement file to:

Dalila González, Coordinator of Conferences and Exhibits 2100 1<sup>st</sup> Ave N. Suite 320 Birmingham, AL 35203 dgonzalez@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)

- **BONUS: All Hispania ads will also be included in the AATSP on-line journal, Spanish and Portuguese Review. The journal is published once a year in the Fall. In 2018 and 2019 the journal received approximately 3,500 visitors!**
- Advertisement deadlines are the **first of the month, three months prior** to the month of publication.
- Payment must be received when file is submitted for insertion.

Advertisement Size	1 Insertion	2 Insertions	3 Insertions	4 Insertions
Full-Page	\$375	\$750	\$975	\$1200
Half-Page	\$300	\$600	\$750	\$900
Full-Page Inside Cover	\$450	\$900	\$1275	\$1600
Full-Page Outside Back Cover <b>SOLD</b>	\$550	\$1100	\$1650	\$2200

Advertisement Size	Dimensions	Insertions	Total
<input type="checkbox"/> Full-Page	5 1/4" (w) x 8 5/8" (h) 13.3 cm x 21.9 cm		
<input type="checkbox"/> Half-Page	5 1/4" (w) x 4 1/4" (h) 13.3 cm x 10.8 cm		
<input type="checkbox"/> Full-Page, <b>Inside Front</b> Cover	5 1/4" (w) x 8 5/8" (h) 13.3 cm x 21.9 cm		
<input type="checkbox"/> Full-Page, <b>Inside Back</b> Cover	5 1/4" (w) x 8 5/8" (h) 13.3 cm x 21.9 cm		
<input checked="" type="checkbox"/> Full-Page, <b>Outside Back</b> Cover <b>SOLD</b>	5 1/4" (w) x 8 5/8" (h) 13.3 cm x 21.9 cm		

*Please Print Clearly*

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.

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature/Name on Card \_\_\_\_\_ Three Digit Security Code \_\_\_\_\_

Billing Address on Card if different than above \_\_\_\_\_

*Hispania* is available to all AATSP members in print and online versions. Ads appear in the print version only. The AATSP reserves the right to deny any advertisement if artwork and/or copy is deemed inappropriate.