

ESTABLISHED IN 1992, A4M REPRESENTS OVER 26,000 PHYSICIANS FROM 120 COUNTRIES WORLDWIDE

THE GLOBAL RESOURCE FOR ANTI-AGING



Anti-Aging MEDICAL NEWS

The leading business-to-business trade publication of the Anti-Aging medical movement.
This Award-Winning Publication is the official magazine of the American Academy of
Anti-Aging Medicine's (A4M) bi-annual Congress's.

2013

MEDIAKIT

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2013 ADVERTISING RATES



DEADLINE

LAS VEGAS Addendum
Advertisements Due:
November 11th, 2013

DISPLAY ADVERTISING RATES*

AD SIZE	4-COLOR PRICE
Two-Page Spread	\$6,457
Full Page	\$3,800
Half Page	\$2,300

*All rates quoted in US\$ Dollars.

2013 MECHANICAL SPECIFICATIONS

PREFERRED FILE FORMAT

PDF/X-1A

High resolution (300 dpi or higher)
CMYK camera-ready ads

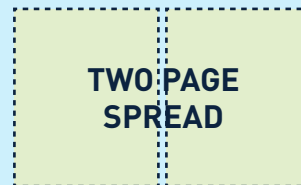
PLEASE NOTE:

- PDF files must contain only 4-color process images (CMYK).
- A4M can not be responsible for PDF files prepared incorrectly.

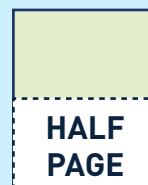
SPOT COLORS: Pantone (PMS), Metallic, and Day-Glo inks are available at an extra cost, but must be requested in advance. Otherwise, A4M will convert all spot colors (ie. Pantone) to CMYK. Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. Spot colors cannot be expected to exactly match their CMYK equivalent.



TRIM SIZE	8.5" x 11" in.
BLEED	8.75" x 11.25" in.
LIVE AREA	7.5" x 10" in.



TRIM SIZE	17" x 11" in.
BLEED	17.25" x 11.25" in.
LIVE AREA	15" x 10" in.



TRIM SIZE	8.5" x 5.5" in.
BLEED	8.75" x 5.75" in.
LIVE AREA	7.5" x 5" in.

IMAGE REQUIREMENTS: All images for ads should be color corrected and provided at or above our minimum resolution requirement of **300 dpi**. Image files should be **CMYK** and in .tif, .eps, or .jpg file format.

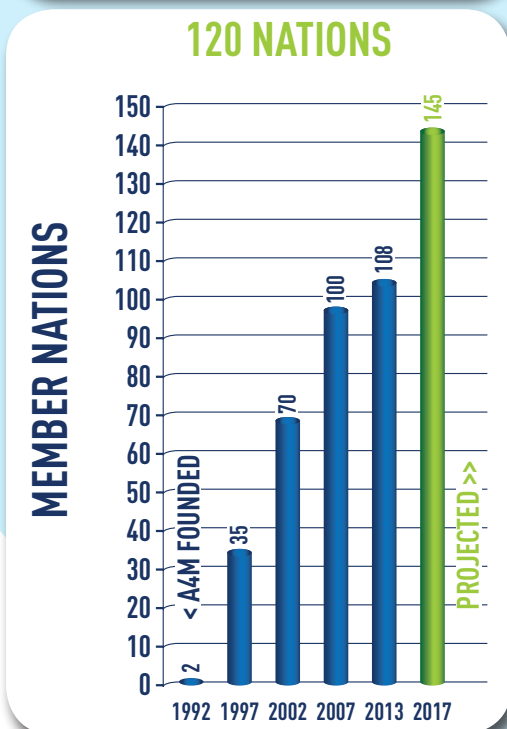
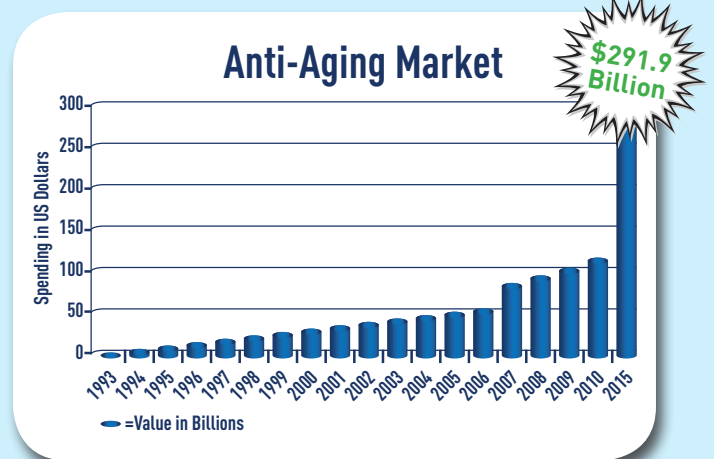
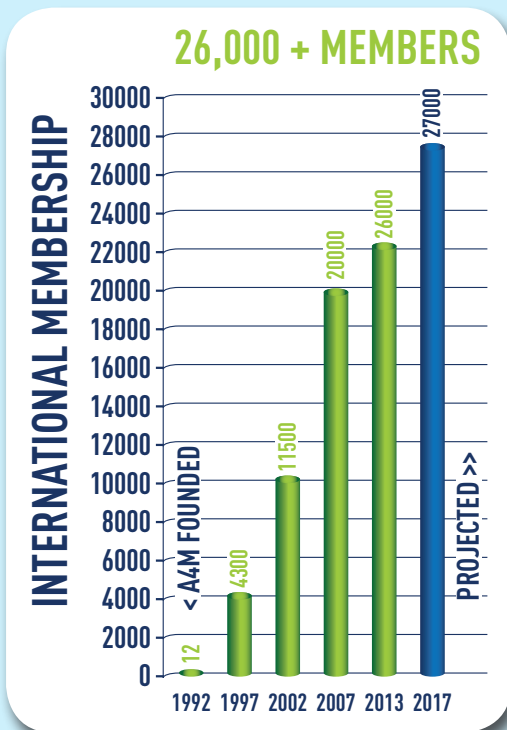
REACH PHYSICIANS & HEALTHCARE PROFESSIONALS WITH YOUR PRODUCT OR SERVICE



A4M maintains the largest base of individuals involved in Anti-Aging medical clinical care & research: **A4M's Membership Totals 26,000+ from 120+ Nations**

ABOUT THE MARKET

The opportunities in the Anti-Aging market are vast, with the global market estimated to be worth \$292 billion by 2015. Furthermore, the proportion of the world's population aged 60 or over currently stands at 10%, but this figure is expected to more than double to 22% by 2050.



INDUSTRY STATISTICS

- Americans 50 years of age and older control 77% of the country's financial assets and the buying power of this age group is projected to exceed \$2 trillion dollars.
- Over the next 10 years, population growth will be driven by a decrease in mortality not an increase in birth rate.
- Ninety million adult Americans use alternative medicine.
- Botox was the number one cosmetic procedure performed with 2.8 million procedures, up 157% from 2002.
- U.S. residents make 145 million visits for medical aesthetics procedures each year and that number is expected to triple in the next 10 years.

2013 ADVERTISING AGREEMENT



American Academy of Anti-Aging Medicine: Tel: 561.997.0112 • Email: Jordan.Nelson@A4M.com
1801 N. Military Trail, Suite 200 • Boca Raton, FL 33431 USA

CLIENT INFORMATION

Company:		P.O.#:
Address:		
City / State / Zip		
Ad Contact:		
Tel:	Fax:	Email:
Person Authorized to Approve Payment:		
Tel:	Fax:	Email:

SPECIFICATIONS

Ad Size:	Total Due:
Amount Per Ad:	

TERMS OF AGREEMENT: Client agrees to meet the agreed frequency requirements and pay for ads upon receipt of invoice. If Client fails to meet the minimum insertion frequency required to qualify for the discounted rate quoted above, or if Client fails to pay for ads in full upon receipt of invoice, Client agrees that the discount shall be forfeited and Client shall pay for all current, previous, and future advertising hereunder at Publisher's uncontracted rate (the one-time rate). Any prior advertising billed at the discounted rate will be re-billed at the uncontracted rate. In addition, a late fee of \$25 and a 1.5% per month outstanding account charge shall apply if payment is not received by Publisher within 15 days of the invoice date (not the date of the magazine issue. Example: October issue billing is due at time of invoice in September, not October). Client agrees to pay Publisher's costs and attorneys' fees if collection action is instituted. Cancellations or ad changes must be made by Publisher's ad deadline or the same ad will continue to run. Ads must be pre-approved and must meet Publisher's size dimensions. Publisher has the right to refuse any order. In the event of non-payment of advertising for 90 days, accounts will be subject to 33% service fee and will be turned over to collection agency.

NOTE TO NEW ADVERTISERS: To reserve space in the American Academy of Anti-Aging Medicine Show Handbook, prepayment is required. If contracting for a one-time ad, payment is required with your reservation. If contracting for multiple ads prepayment is required for first two issues with reservation. If you prefer to pay with a check, we ask that you guarantee payment by Visa/Mastercard. Your card number will be held until payment by check is received. In the event check is not received your card will be charged. All ads require prepayment for each issue by check or Visa/MC.

ACKNOWLEDGEMENT AND AUTHORIZATION: The undersigned verifies the accuracy of all the information contained in this contract and authorizes any credit reporting agency or other third party to release any personal or company information concerning the undersigned's credit standing to The American Academy of Anti-Aging Medicine. The advertiser agrees that A4M may accept a facsimile copy of this contract agreement as an original, and that facsimile copies of customer's signature will be treated as original and will be admissible as evidence of this contracted agreement or other document delivered by facsimile.

Client Signature:	Date:
Client Name: (Please Print)	Title:
Signature: (Of President/Person Authorized to Approve Payment)	

PAYMENT INFORMATION

(Payment in full must accompany this application.)

Credit Card:	MASTER CARD: <input type="checkbox"/>	VISA: <input type="checkbox"/>	AMERICAN EXPRESS: <input type="checkbox"/>	SECURITY CODE: <input type="checkbox"/>
Card #:				Exp. Date:
Name As It Appears On Card:			Phone Order:	

BY BANK TRANSFER

Bank Name & Address: Associated Bank 401 E Kilbourn Ave Milwaukee, WI 53211	Account Name: Medical Conferences International Account Number: 2173563616	Account Address: 175 N. Patrick Blvd. Suite180 Brookfield, WI 53045	Sort Code: 075900575 Swift Code: ABGBUS44
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Signature:	Date:
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By signing this application, Exhibitor attests that he has received, reviewed, and consents to the attached Exhibitor terms and conditions.

Amount To Be Charged:

Please Scan and email form to Jordan.Nelson@A4M.com
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