

Connect



2019 Media Kit

ASSOCIATION
OF ZOOS &
AQUARIUMS

WHY ADVERTISE?

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Why Advertise in Connect?

Connect magazine is your window to the professional zoo and aquarium world. Each month, the magazine features fascinating stories that explore trends, educational initiatives, member achievements and conservation efforts.

If you're looking to reach the zoo and aquarium market with your product or service, Connect magazine offers a market penetration that is unequalled. With a pass-along readership of 12,000 zoo and aquarium professionals around the country, all the key decision makers in the community will recognize your brand.

And now, your print ad is bundled with a complimentary ad placement in the new Connect magazine app, delivering your brand to the phones and tablets of AZA members each month.

Questions?

Gina Velosky, Director, Business Development & Marketing / gvelosky@aza.org
P 301-244-3354 / F 301-562-0888 / 8403 Colesville Rd., Suite 710, Silver Spring, MD 20910

ADVERTISING SPECIFICATIONS



Specifications

Programs: Adobe Illustrator, InDesign or Photoshop (up to version 9.0). If possible, please convert Mac files to PC-compatible PDF or EPS files. Illustrator files should have fonts outlined and images embedded.

File Formats & Resolution: All graphics should be EPS, TIFF or PDF files (hi-res JPEG acceptable if file is being e-mailed). **Word, Powerpoint, and MS Publisher files are not acceptable.**

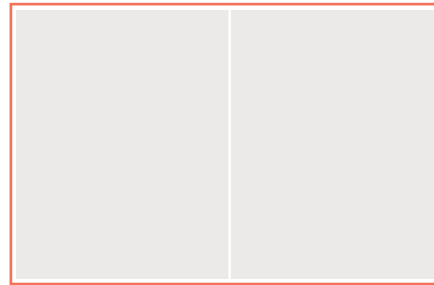
Color Space: All color ads must be designed in CMYK. RGB colors must be converted to CMYK before submission. PMS spot colors are unacceptable unless converted to process color equivalent.

Submitting Files

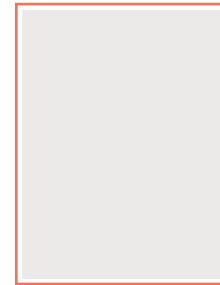
Please submit files via email to gvelosky@aza.org

Print Ad Sizes & Layouts

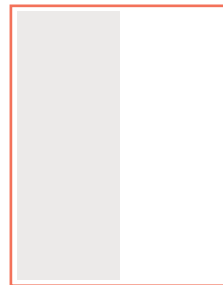
*Please allow an additional 1/8" on all sides for any ad that bleeds.



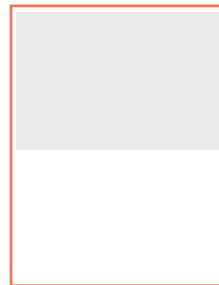
Two Page Spread
8.5" x 11" (x2)



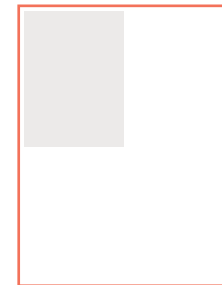
Full Page
8.5" x 11"



Half Page Vertical
3.5" x 9.5"



Half Page Horizontal
7.5" x 4.5"



Quarter Page
3.5" x 4.5"

Deadlines and Payments

Contracts/insertion orders are due no later than the 1st of the month preceding the first publication of your ad. Artwork is due the 10th of the month preceding publication. If any deadline falls on a weekend or U.S. national holiday, the due date will be the next business day.

Remittance Policy: Payments for all advertisements are due within 20 days of the date on the invoice. A finance charge of 1% will be applied to late payments. Rates are net to AZA.

Note: All contracts applying for a frequency rate must fall within the current calendar year.

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PRINT ADVERTISING



Premium positions are only available to AZA Member-Advertisers with 12-month full-page 4-color agreements in good standing. Rights to premium positions may be retained as long as advertisers maintain current membership and 12-month calendar year agreement in good standing. When rights are vacated, assignments will be made via a blind lottery.

PLEASE NOTE:

- July, August, and September are premium issues and require an additional \$75 surcharge for each of those months.
- All contracts applying for a frequency rate must fall within the current calendar year.

Print Advertising

Member Rates

Color Advertising

Ad Size	1x	3x	6x	9x	12x
Cover 2, 3					\$800
Page 1					\$770
Cover 4					\$800
Full Page	\$900	\$835	\$760	\$730	\$700
Half Page	\$665	\$625	\$565	\$540	\$520
Quarter Page	\$578	\$540	\$500	\$475	\$450
Calendar Banner	\$650	<i>(Featured in December Connect)</i>			
Two Page Spread					\$1,275

Black & White Advertising

Ad Size	1x	3x	6x	9x	12x
Full Page	\$540	\$500	\$450	\$440	\$415
Half Page	\$360	\$340	\$310	\$295	\$280
Quarter Page	\$280	\$250	\$245	\$236	\$225

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***AZA Members receive a 40% advertising discount.**
 For more information on joining the Association, please refer to the closing page of the Media Kit.

Non-Member* Rates

Color Advertising

Ad Size	1x	3x	6x	9x	12x
Full Page	\$1,485	\$1,396	\$1,280	\$1,225	\$1,170
Half Page	\$1,113	\$1,040	\$950	\$900	\$860
Quarter Page	\$966	\$900	\$830	\$790	\$750
Two Page Spread					\$2,126
Four Page Insert					\$5,675

Black & White Advertising

Ad Size	1x	3x	6x	9x	12x
Full Page	\$900	\$840	\$765	\$735	\$705
Half Page	\$609	\$565	\$515	\$485	\$470
Quarter Page	\$477	\$445	\$415	\$395	\$378

DIGITAL ADVERTISING



Digital Advertising

AZA offers a wide range of digital advertising opportunities from premium placements on www.aza.org to the Daily News Digest sponsored links! Additionally, you can place your brand in front of AZA's members with button ads on our newsletters.

And now, a print ad in Connect magazine is bundled with complimentary ad placement in the Connect magazine app—delivering your message directly to members' phones and tablets!

Submitting Files

Please submit files via email to gvelosky@aza.org

AZA.org Digital Ads

Placement/Page	Monthly Rate
Join Page	\$525
Conferences/Meetings	\$525
AZA SAFE	\$525
About Us	\$525
AZA Services	\$525

Full color buttons: jpg dpi 250 x 250 pixels.
Static graphics only. Include link address.

Daily News Digest Sponsored Links

Slot	Weekly Rate
Text + Link	\$405

- Three positions are available on a first-come, first-served basis.
- Distributed daily to Directors and P.R. contacts at all 220+ AZA-Accredited Zoos and Aquariums
- 50-character text phrase + link

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Membership E-Newsletter

Slot	Per Issue
Button (Small) 120 x 90px	\$315
Button (Tall) 120 x 180 px	\$400

Insight is distributed monthly to over 6,000 AZA Individual and Commercial Members.

Meetings E-Newsletter

Slot	Per Issue
Button (Small) 120 x 90px	\$625
Button (Tall) 120 x 180 px	\$1,100

The AZA Meetings E-Newsletter is distributed in September and April during the Annual Conference and the Mid-Year Meeting to 1,000-3,000 zoo and aquarium professionals, providing information about AZA meetings and conferences.

Deadlines and Payments

Contracts/insertion orders are due no later than the 1st of the month preceding the first publication of your ad. Artwork is due the 10th of the month preceding publication. If any deadline falls on a weekend or U.S. national holiday, the due date will be the next business day.

Remittance Policy:

Payments for all advertisements are due within 20 days of the date on the invoice. A finance charge of 1% will be applied to late payments. Rates are net to AZA.

CALENDAR



Editorial Calendar

*Subject to change

Commercial Members are welcome and encouraged to submit story ideas for consideration by the Editorial Board. Stories should be educational in nature and in no way a sales presentation, press release or product/service description. Connect issues are themed (please refer to editorial calendar.) Story ideas must be submitted at least four months prior to date of publication. No exceptions. The Connect Editorial Board reserves the exclusive right to select articles, content and story ideas for final publication.

JANUARY	Field Conservation
FEBRUARY	Mass Communications/Marketing
MARCH	Education/Nature Play
APRIL	Emergency Preparedness
MAY	Government Affairs
JUNE	Aquariums
JULY	AZA Annual Conference
AUGUST	Population Sustainability
SEPTEMBER	SAFE - Saving Animals From Extinction
OCTOBER	Asia Wildlife/Trafficking
NOVEMBER	Welfare/Technology/Vet Care
DECEMBER	AZA Photo Contest

99%

of AZA members cite Connect as being a highly valued resource, are using it frequently, and are highly satisfied with the magazine as a core member benefit.

—Member Satisfaction Survey

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AZA COMMERCIAL MEMBERSHIP



AZA Commercial Membership

AZA Commercial Membership is available for companies and consultants who provide products and services to zoos and aquariums. Commercial members have access to a variety of programs to enhance their ability to reach zoo/aquarium professionals.

Commercial members also receive timely and critical information for achieving a better understanding of the needs, issues and trends of the zoo and aquarium field and are encouraged to take full advantage of all of the benefits AZA membership has to offer.

Annual dues for commercial membership are \$1,500 and include all of the benefits listed below:

- New Member Announcement
- Annual Conference and Mid-Year Meeting Exhibiting Discount Rates
- Advertising Discount Rates
- The AZA Marketplace-Online Buyer's Guide Placement
- Requests for Proposal Distribution Service
- Mailing Label Service
- Members Only Access Web Content
- Free and Discounted Admissions to Participating AZA-Accredited Zoos and Aquariums
- Job Listings
- AZA Logo Use
- Press Room Postings
- Plaque Demonstrating AZA Membership

For more information on how to become an AZA commercial member, the commercial member application process or for more information on the commercial member benefits listed above, please go to www.aza.org/CommercialMemberBenefits.

Questions?