



151 West 26<sup>th</sup> Street, 9<sup>th</sup> Floor, New York, NY 10001 – Phone (212) 244-4307 Fax (312) 429-3376

**2004 Publication Survey**

**Please Return Completed Survey to American Multicultural Marketing with a Circulation/Zoning Breakdown, Editorial Calendar and Readership Demographic Information ASAP!**

**Publication Information**

**Publication Name** \_\_\_\_\_

**What language is your publication printed in?**

English     Spanish     English & Spanish     Other \_\_\_\_\_

**If Spanish or Other, can you provide translation services for our clients' ad material?**     Yes     No

**If yes, what is the additional cost for translation?** \_\_\_\_\_

**Frequency of Publication**     Daily     Weekly(2X, 3X, 4X, 5X, 6X)     Weekly(1X)     2X Monthly     Monthly

**If 1X-6X Weekly, on what day(s) of the week do you distribute:**    M    Tu    W    Th    F    Sa    Su

**If Monthly / 2X Monthly, what days of the month do you distribute? (ex. 1<sup>st</sup> & 15<sup>th</sup>)** \_\_\_\_\_

**What percentage of your publication is:**    Advertising \_\_\_\_\_    Editorial \_\_\_\_\_

**What is the average number of pages per issue?** \_\_\_\_\_

**Please indicate if you will accept the following types of advertisements:**

Beer    Wine    Hard Liquor    Tobacco    Contraceptives    Political  
 Yes  No     Yes  No     Yes  No     Yes  No     Yes  No     Yes  No

**Please list all publishing/trade associations of which you are currently a member:** \_\_\_\_\_

**What year did your publication begin publishing?** \_\_\_\_\_

**What percentage of your publication is minority-owned?** \_\_\_\_\_

**What is the name of the person (or company) that owns your publication?**

**Name** \_\_\_\_\_    **Address** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Fax Number** \_\_\_\_\_

**Mechanical Information**

What is the format of your publication?       Broadsheet       Tabloid       Magazine

Dimensions of a Full Page Ad (in inches, W x H) \_\_\_\_\_

How is advertising sold?       Modular Unit       Per Column Inch

If Per Column Inch, what is the width, in inches, of a:

1 Col. Ad      2 Col. Ad      3 Col. Ad      4 Col. Ad      5 Col. Ad      6 Col. Ad      7 Col. Ad

\_\_\_\_\_

What is the cutoff depth? (Maximum allowable depth of an ad, in inches, before charging full page pricing) \_\_\_\_\_

If advertising is sold by modular units, please indicate exact dimensions (in inches, W x H)

<u>Unit</u>	<u>Horizontal Exact Size</u>	<u>Vertical Exact Size</u>
Full Page	_____	_____
3/4 Page	_____	_____
2/3 Page	_____	_____
1/2 Page	_____	_____
1/3 Page	_____	_____
1/4 Page	_____	_____
1/8 Page	_____	_____
1/16 Page	_____	_____

Do you accept the following types of color advertisements?

1 Color + Black      2 Colors + Black      4 Color/Full Process

Yes    No       Yes    No       Yes    No

**Distribution Information**

What is your printed circulation? \_\_\_\_\_

What percentage of your circulation is:      Paid \_\_\_\_\_      Free \_\_\_\_\_

Is your circulation audited?       Yes    No

If Yes:      Audit Company \_\_\_\_\_      Date of Last Audit \_\_\_\_\_

(Please provide copy of most recent audit statement)

How is your circulation distributed?

Mail      Subscriptions      Newsstand/Rack      Bulk/Drop

\_\_\_\_\_ %      \_\_\_\_\_ %      \_\_\_\_\_ %      \_\_\_\_\_ %

**Contact Information**

AMM's Advertising Contact's Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Graphics / Production Manager's Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

General Mailing Address for payment and correspondence \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Express Mailing Address for display ad material (No PO Boxes please) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Pre-Printed Insert Information**

Does your publication accept pre-printed inserts?  Yes  No

What is the maximum run of inserts accepted per issue? \_\_\_\_\_

What is the minimum run of inserts accepted per issue? \_\_\_\_\_

What is the maximum allowable size of a pre-printed insert? (In inches, W x H) \_\_\_\_\_

What is the minimum allowable size of a pre-printed insert? (In inches, W x H) \_\_\_\_\_

Can advertisers purchase individual zones within your distribution area?  Yes  No  
(If Yes, please provide a breakdown of zones and costs on a separate sheet)

Can your publication accept pre-printed inserts containing product samples (e.g. CD-ROMs, etc.)  Yes  No

To what address should we ship pre-printed inserts?

Company Name \_\_\_\_\_ Address \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Phone Number \_\_\_\_\_

Graphics / Production Information

BLACK & WHITE MATERIAL SPECS

How can you receive B/W artwork/material? (Select one as your preferred method)

- Camera-Ready Hard Copy
Disk
E-Mail
FTP
AdSend
Yes No Preferred

If digital, what files types can you accept? (Select one as your preferred method)

- EPS JPEG BMP Photoshop TIFF PDF Quark Xpress Other
Yes No Preferred

COLOR MATERIAL SPECS

Do you accept four/full or spot color ads?
Four/Full Color Only Spot Color Only
Both Full & Spot Neither (B&W ads only)

How can you receive 4 color/Full Process artwork/material? (Select one as your preferred method)

- Film Separations
Disk
E-Mail
FTP
AdSend
Yes No Preferred

If digital, what file types can you accept for 4 color/Full Process? (Select one as your preferred method)

- EPS JPEG BMP Photoshop TIFF PDF Quark Xpress Other
Yes No Preferred

How can you receive spot color (2 or 3 colors) artwork/material? (Select one as your preferred method)

- Camera-Ready Hard Copy
Disk
E-Mail
FTP
AdSend
Yes No Preferred

If digital, what file types can you accept for spot color (2 or 3 colors)? (Select one as your preferred method)

- EPS JPEG BMP Photoshop TIFF PDF Quark Xpress Other
Yes No Preferred

If you can receive ads via e-mail, to what address should they be sent?

What is the maximum file size? (In megabytes)

If you can receive ads via FTP, what is the FTP address?

User Name Password

Directory

What is the maximum file size? (In Megabytes)

Can you receive ads via AdSend? Yes No

If Yes, what is your AdSend Code?



**Two-Page Spreads / Double Trucks**

Do you offer two-page spreads? (i.e. double-truck ads)     Yes     No

What is the exact size of a two-page spread, including the gutter? (in inches, W x H) \_\_\_\_\_

How many business days prior to run date do you require space reservations for two-page spreads? \_\_\_\_\_

How many business days prior to run date do you require receipt of material for two-page spreads? \_\_\_\_\_

**Website Information**

Is there an online version of your publication?     Yes     No

What is the address/URL? \_\_\_\_\_

Do you accept banner advertising on your publication's website?     Yes     No

Banner Size (in Pixels W x H)	AMM Net CPM Rate	AMM Net Monthly Flat Rate
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____

What is your average site traffic, in impressions per month? \_\_\_\_\_

Web Advertising Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Webmaster Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Please sign and date below to acknowledge that all of the supplied information is true and correct.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Print Name \_\_\_\_\_ Date \_\_\_\_\_

Are you returning a Circulation / Zoning Breakdown?     Yes     No     Information Not Available

Are you returning a 2003 Editorial Calendar?     Yes     No     Information Not Available

Are you returning Readership Demographic Information?     Yes     No     Information Not Available

Please circle your scheduled run dates below

JANUARY 2004

S	M	TU	W	TH	F	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY 2004

S	M	TU	W	TH	F	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

MARCH 2004

S	M	TU	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL 2004

S	M	TU	W	TH	F	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY 2004

S	M	TU	W	TH	F	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE 2004

S	M	TU	W	TH	F	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY 2004

S	M	TU	W	TH	F	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST 2004

S	M	TU	W	TH	F	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER 2004

S	M	TU	W	TH	F	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER 2004

S	M	TU	W	TH	F	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER 2004

S	M	TU	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER 2004

S	M	TU	W	TH	F	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	