

# 2009 Insertion Order • *THE HANDSHAKE* The Alarm Association of Florida

1802 N. University Dr #329  
Plantation, FL 33322-4115  
954-748-7779 Fax 954-748-4749  
**handshake@fla-alarms.org**

The Insertion Order and camera-ready artwork must be received by the 10<sup>th</sup> of the month prior to publication to ensure that an ad will run in the subsequent *Handshake*. Advertising containing prices for products or services will not be accepted. All space is reserved on a first-come first-served basis. Placement requests will be taken into consideration but not guaranteed.

**The Handshake is the official publication of the Alarm Association of Florida with a monthly circulation of over 1,000 copies nationwide, distribution based from Florida.** The AAF reserves the right to edit and/or refuse any advertisement at its discretion and assumes no responsibility for incorrect information contained in any advertisement.

**Please Note:** Ads should be sent via email or on CD's or Disks and **must be** "Press Ready," in the form of a PDF, jpeg, TIFF or EPS **file at 300 DPI** or more resolutions. It is very important that the ad be created at the dimensions for the ad size you wish to run. For example: a 1/8-page advertisement needs to be sent to us at 3.5 x 2 inches, no more, no less. **Color** ads must be at 300 DPI resolutions. For more specific information please call the AAF Office and we can refer you to our printing company.

Advertising Rates for 2009	AAF Member Rate	Non-Member Rate
1/8 page (3-1/2 x 2)	\$ 52.50	\$ 70.00
1/4 page (3-1/2 x 5)	\$ 85.00	\$ 110.00
1/3 page (v2-3/8 x 10) (sq4-1/2 x 4-1/2)	\$ 100.00	\$ 135.00
1/2 page (3-1/2 x 10 or 7 x 5)	\$ 135.00	\$ 185.00
Full page (7 x 10)	\$ 235.00	\$ 325.00
Inside Front Cover, Inside Back & Back Page*	\$ 315.00	\$ 405.00

\* PREFERRED AD SPACE

Please include my ad in the following 12 months:

**Jan 2009** \_\_\_\_\_ **Feb 2009** \_\_\_\_\_ **March 2009** \_\_\_\_\_ **April 2009** \_\_\_\_\_  
**May 2009** \_\_\_\_\_ **June 2009** \_\_\_\_\_ **July 2009** \_\_\_\_\_ **August 2009** \_\_\_\_\_  
**Sept 2009** \_\_\_\_\_ **Oct 2009** \_\_\_\_\_ **Nov 2009** \_\_\_\_\_ **Dec 2009** \_\_\_\_\_

**THANK YOU FOR ADVERTISING IN *THE HANDSHAKE*, OFFICIAL PUBLICATION OF THE AAF**



**Billing Information:**

**Date of Order:** \_\_\_\_\_ **Ad Size:** \_\_\_\_\_ **Amount of Ad:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_ **AAF Member? Yes** \_\_\_\_\_ **No** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone #** (\_\_\_\_\_) \_\_\_\_\_ **Fax #** (\_\_\_\_\_) \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**State License Number (required of all installation/service/monitoring companies):** \_\_\_\_\_

\*Number **must** be visible on ad if you fall under the above listed categories.

**Advertising Authorized by (please print name):** \_\_\_\_\_

**Billing Contact (if different from above):** \_\_\_\_\_

**Telephone:** (\_\_\_\_\_) \_\_\_\_\_ **E-Mail:** \_\_\_\_\_