

## **Synthesis & Coherence: Integrating the Whole**

**AAPB's 37<sup>th</sup> Annual Meeting**  
**April 6 - 9, 2006**  
**The Hilton Portland and Executive Tower**  
**Portland, Oregon**  
**Pre-conference Workshops April 5 - 6**

***The best in applied psychophysiology, neurofeedback, biofeedback, and mind-body medicine!***

Visit our website at [www.aapb.org](http://www.aapb.org) for meeting events and schedule. Watch for your complete registration and exhibitor packet!

### **Attend. Exhibit. Promote.**

In addition to exhibiting, this meeting offers you multiple gateways for exposure to more than 500 attendees through signage, listings in promotional emails to the AAPB membership (via the AAPB website), recognition in the Preliminary and Onsite Programs, and by inserting your brochure or flyer in our registration packets.

We also offer enhanced marketing exposure through the opportunity to sponsor various events at the Annual Meeting. As a sponsor you will be:

- advancing the profession through support of quality education,
- providing up-to-date information about issues critical to psychophysiology and biofeedback today, and
- enhancing your companies image among the AAPB membership as a leader in the profession.

**Help us continue to provide the latest research and clinical information by supporting AAPB!**

**Advertising and sponsorship of our programs allows us to host one of the top ranked professional meetings each year --- the AAPB Annual Meeting. Plus, it provides advertisers a highly targeted audience for their products!**

**For advertising information, contact:**

Denise Townsend, Advertising Manager

Phone: (940) 723-0272 Fax: (940) 716-9382 Email: [dytownsend@earthlink.net](mailto:dytownsend@earthlink.net)

**For sponsorship information, contact:**

David Stumph, Development Director

Phone: (303) 422-8436 Fax: (303) 422-8894 Email: [dstumph@resourcenter.com](mailto:dstumph@resourcenter.com)



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## **AAPB Advertising Opportunities**

### ***Biofeedback Magazine***

**The premiere publication for professionals!** Whether you need to reach psychologists, nurses, physicians, psychiatrists, social workers, educators, occupational and rehabilitative therapists, or others in related fields, *Biofeedback* is the publication you want.

Because it concentrates on the multi-disciplinary nature of biofeedback and applied psychophysiology, it reaches a variety of professionals in a number of fields and settings, including clinical practice, research, training and more.

*Biofeedback* is published quarterly, and distributed to more than 1,800 practitioners throughout the world. Special topical issues occur once or twice a year and are eagerly anticipated by readers who want to know more about the latest ideas in clinical practice, theory, experience, and events in the biofeedback community. Each issue of *Biofeedback* also appears on the AAPB web site ([www.aapb.org](http://www.aapb.org)), for future reference.

### **Annual Meeting Preliminary Program**

This program is the primary promotional vehicle for the Annual Meeting events, and is an ideal platform to promote your company. The Preliminary Program (8½ x 11 format) is mailed to AAPB members and non-member professionals interested in or involved in the field. It contains valuable information of the meeting program, speakers, posters, workshops and registration. **Ad reservation deadline is October 31, 2005.**

### **Annual Meeting Onsite Program**

This program contains the final schedule of events and exhibitor information for the Annual Meeting. The Onsite Program is a 4 x 9 pocket-sized booklet distributed to attendees at the meeting. Conveniently sized, this booklet is constantly referred to throughout the event. It is an ideal way to keep your company name on the minds of all attendees! **Ad reservation deadline is February 15th, 2006.**

### **Registration Packet Inserts**

Place your brochure or flyer in the hands of every attendee! Your media will be inserted in the registration bags for just \$250 (members) or \$300 (non-members). Each insertion must be approved by AAPB.

### **Sponsorships**

Sponsorship of an event at the Annual Meeting gains additional exposure for your company via signage, recognition in all our publications, and acknowledgement at the event. Your sponsorship investment allows us to continue to provide a quality event by directly supporting the Annual Meeting. For more information, contact David Stumph at 303-422-8527 or via email at [dstumph@resourcenter.com](mailto:dstumph@resourcenter.com).



10200 West 44th Avenue Suite 304 • Wheat Ridge, CO 80033-2840  
 Tel: 303.422.8436 • 1.800.477.8892 • Fax: 303.422.8894  
 Email: aapb@resourcenter.com • website: www.aapb.org

## Advertising Contact: **the d.townsend group**

Denise Townsend, Advertising Manager  
**Phone: 940-723-0272 • Fax: 940-716-9382**  
**dytownsend@earthlink.net**  
 1826 Huff Street • Wichita Falls, TX 76301

# Biofeedback Magazine Advertising Rate Information

## General Information

*Biofeedback* is a quarterly, 8½"x11" newsmagazine published for and about AAPB members, and contains scientific and technical articles, as well as general articles of interest to the membership. *Biofeedback* accepts display and classified advertising from individuals and organizations providing services and products for those concerned with the practice of applied psychophysiology and biofeedback.

## Circulation

Advertisements reach some 1,500 AAPB members who are psychologists, psychiatrists, physicians, dentists, social workers, nurses, occupational and rehabilitation therapists, and other health professionals actively engaged in the practice or teaching of applied psychophysiology and biofeedback.

## Mechanical Requirements

**TRIM SIZE:** *Biofeedback* trims 1/8" off top, bottom, and outside edges. **Final trim size of publication is 8.125" x 10.375"**. Live matter should be a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

**HALFTONE SCREEN:** 133-150 line screens are acceptable.

**INSERT REQUIREMENTS:** All inserts must be furnished printed, folded, ready for binding. Inserts must be folded to 8.25" x 11 1/8". All inserts will be placed between signatures. Blown-in inserts must be smaller than the trim size of the magazine.

**REPRODUCTION REQUIREMENTS:** Camera-ready black and white ads should be a minimum of 350dpi, 1200 dpi preferred. Film must be clear base (gauge .004) supplied in one piece per color and identified by color. Film should be hard dot.

**ELECTRONIC FILES:** Electronic files of the following types are preferred.

- **Adobe Acrobat PDF** files created using the Press Optimized settings. All fonts must be embedded. Verify publication trim size and bleeds.

- **Adobe Pagemaker, Adobe InDesign, and QuarkXpress** files. Include the screen and printer fonts and all linked graphics.

- **Adobe Illustrator or Macromedia Freehand** must include screen and printer fonts or select all and convert the type to curves/outlines/paths. Include all linked graphics.

**Image resolution** for all graphics files should be 300dpi or higher for color or grayscale images, 1200dpi for bitmap line art. No RGB or Indexed color mode graphics. Color proofs made from supplied files must be provided with electronic file. Please include the name and version of software program used to create your file.

## Advertising Deadlines

Issue Date	Space / Art Due	Published
Spring	Jan 25 / Feb 21	March 28
Summer	Apr 19 / May 16	June 20
Fall	July 19 / Aug 15	September 19
Winter	Oct 17 / Nov 11	December 19

## Display Advertising Rates

Ad Size	Art Size		1X	4X
	Non-Bleed	Bleed		
Full Page	6.75 x 9.25	8.375 x 11.125	\$500	\$1800
Inside Covers	6.75 x 9.25	8.375 x 11.125	\$625	\$2250
Half PageH	6.75 x 4.50		\$350	\$1260
Half PageV	3.25 x 9.25		\$350	\$1260
Quarter Page	3.25 x 4.50		\$100	\$350
Pre-Printed	8 1/4 x 11 1/8		\$950	\$3420
Insert (trim size)				

**Premium Positions:** Non-cancellable. Premium rates additional over earned B/W full page rate.

Inside Front Cover	25% additional
Inside Back Cover	15% additional
Outside Back Cover - Charged at full page full color price + 15%	
Opposite Table of Contents	10% additional

**Color rates:** Charged in addition to rates above.

Full Color	\$900
Standard (black + one color)	\$500
Matched (PMS match)	\$500

Note: To qualify for frequency discounts, ads must run in consecutive issues, and be of the same size (copy may be changed from one ad to another). Advertisers who place two half-page ads in the same issue will be billed the lower page rate, provided the ads a) are for the same company name and address, b) have a single insertion order, and 3) can be billed on one invoice.

**\*All ad requests must be accompanied by an insertion order. Fax completed insertion orders to Denise Townsend at: (940) 716-9382**

**\*\*Electronic files should be submitted to: [dytownsend@earthlink.net](mailto:dytownsend@earthlink.net)**

**All advertisements must be prepaid. Yearly contracts must be paid in full prior to the running of the first advertisement. A signed insertion order is required to run a display ad.** To avoid potential confusion, AAPB reserves the right to insert the word "Advertisement" on any ad. AAPB will not be liable if an advertisement is omitted. As a non-profit organization, AAPB does not offer agency discounts. **All rates are net, non-commissionable.** Advertisers and agencies are responsible for all ad content, and also assume responsibility for any claims arising therefrom made against AAPB. AAPB reserves the right to reject, delete or reword any advertisement. Advertising rates are subject to change without notice.



10200 West 44th Avenue Suite 304 • Wheat Ridge, CO 80033-2840  
Tel: 303.422.8436 • 1.800.477.8892 • Fax: 303.422.8894  
Email: aapb@resourcenter.com • website: www.aapb.org

## Advertising Contact: **the d.townsend group**

Denise Townsend, Advertising Manager  
**Phone: 940-723-0272 • Fax: 940-716-9382**

**dytownsend@earthlink.net**  
1826 Huff Street • Wichita Falls, TX 76301

# Biofeedback Magazine Display Advertising Insertion Order

Advertiser \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

E-mail \_\_\_\_\_ I

I hereby direct AAPB to place advertising on my behalf according to the following specifications:

Size of ad     Full Page     Full Color     B/W     Inside Front Cover (Full Page; Call for availability) **SOLD**  
 Half Page     Horiz     Vert     Inside Back Cover (Full Page; Call for availability) **SOLD**  
 Quarter Page     Outside Back Cover (Half Page; Call for availability) **SOLD**  
 Centerfold Insert **SOLD**     Preprinted Inserts

Publication(s) in which ad is to appear

Winter 2005 *Biofeedback*  
 Spring 2006 *Biofeedback*  
 Summer 2006 *Biofeedback*  
 Fall 2006 *Biofeedback*

Special Instructions \_\_\_\_\_

I will supply     Digital file (see electronic file information)  
 Film  
 Camera-ready positive (line art & type only, no screens)  
 Other (please specify) \_\_\_\_\_

Rate per ad or yearly contract amount    \$ \_\_\_\_\_  
Corporate member discount (if applicable)    \$ \_\_\_\_\_  
Number of ads    \$ \_\_\_\_\_  
Total due with this order (Advertising must be prepaid).    \$ \_\_\_\_\_

Check enclosed    Charge my     Visa     MasterCard     American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signed: \_\_\_\_\_ Date \_\_\_\_\_

I hereby represent that I am authorized to act on behalf of the named advertiser in this regard, and that I/we will meet all obligations, contractual, legal, or otherwise.

**Please complete this form and fax to: Denise Townsend at (940) 716-9382.**  
**Mail payment with copy of this form to: ACG Publishing, 810 East 10th Street, Lawrence KS 66044**



**AAPB's 37<sup>th</sup> Annual Meeting**  
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**Portland, Oregon**

Denise Townsend, Advertising Manager  
Phone: (940) 723-0272 Fax: (940) 716-9382 Email: [dytownsend@earthlink.net](mailto:dytownsend@earthlink.net)

**2006 Preliminary Meeting Program/Display Advertising Insertion Order**  
**Ad reservation deadline is October 31, 2005**

Advertiser \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

I hereby direct AAPB to place advertising on my behalf according to the following specifications:

- |             |  |                    |        |
|-------------|--|--------------------|--------|
| Size of ad: | <input type="checkbox"/> Full Page, 4 Color Outside Back Cover         | ( 6 1/4 x 7 1/4 )  | \$1150 |
|             | <input type="checkbox"/> Full Page, 4 Color Inside Back Cover w/bleed  | ( 8 5/8 x 11 1/8 ) | \$1000 |
|             | <input type="checkbox"/> Full Page, 4 Color Inside Front Cover w/bleed | ( 8 5/8 x 11 1/8 ) | \$1000 |
|             | <input type="checkbox"/> Full Page, b/w or gray-scale only             | ( 7 x 10 )         | \$600  |
|             | <input type="checkbox"/> Half Page, b/w or gray-scale only             | ( 7 x 5 )          | \$400  |

**Cover positions reserved on a "first-come, first-served" basis. Call for availability.**

**Please contact me regarding sponsorship and exhibitor opportunities.**

Special Instructions \_\_\_\_\_

- I will supply
- Digital file (preferred) TIFF (300dpi@100%), EPS, PDF(print resolution with all fonts embedded), Quark XPress, PageMaker
  - 133 line screen negative film, right-reading, emulsion-down
  - Camera-ready positive (line art & type only, no screens)
  - Other (please specify) \_\_\_\_\_

Rate per ad or yearly contract amount	\$ _____
Corporate member discount (if applicable)	\$ _____
Number of ads	\$ _____
Total due with this order (Advertising must be prepaid).	\$ _____

- Check enclosed      Charge my  Visa       MasterCard       American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signed: \_\_\_\_\_ Date \_\_\_\_\_

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**Electronic files should be submitted to: [dytownsend@earthlink.net](mailto:dytownsend@earthlink.net)**  
**Mail Check with copy of this page to: AAPB 10200 W. 44th Avenue Suite 304 Wheat Ridge, CO 80033**



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**2006 Onsite Meeting Program/Display Advertising Insertion Order**  
**Ad reservation deadline is February 15, 2006**

Advertiser \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

I hereby direct AAPB to place advertising on my behalf according to the following specifications:

Size of ad:	<input type="checkbox"/> Full Page, 4 Color Outside Back Cover	( 3 1/2 x 8 1/2 )	\$700
	<input type="checkbox"/> Full Page, 4 Color Inside Back Cover	( 3 1/2 x 8 1/2 )	\$600
	<input type="checkbox"/> Full Page, 4 Color Inside Front Cover	( 3 1/2 x 8 1/2 )	\$600
	<input type="checkbox"/> Full Page, b/w or gray-scale only	( 3 1/2 x 8 1/2 )	\$400
	<input type="checkbox"/> Half Page, b/w or gray-scale only	( 3 1/2 x 4 1/4 )	\$350

**Cover positions reserved on a "first-come, first-served" basis. Call for availability.**

**Please contact me regarding sponsorship and exhibitor opportunities.**

Special Instructions \_\_\_\_\_

I will supply  Digital file (preferred) TIFF (300dpi@100%), EPS, PDF(print resolution with all fonts embedded), Quark XPress, PageMaker  
 133 line screen negative film, right-reading, emulsion-down  
 Camera-ready positive (line art & type only, no screens)  
 Other (please specify) \_\_\_\_\_

Rate per ad or yearly contract amount \$ \_\_\_\_\_  
Corporate member discount (if applicable) \$ \_\_\_\_\_  
Number of ads \$ \_\_\_\_\_  
Total due with this order (Advertising must be prepaid). \$ \_\_\_\_\_

Check enclosed      Charge my  Visa       MasterCard       American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

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**Registration Packet Inserts / Media Distribution 2006 Annual Meeting**

Advertiser \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

AAPB will place your brochure or pamphlet in each attendee registration packet.

- Please distribute \_\_\_\_\_ item(s) in each attendee's registration packets. Cost per brochure, pamphlet, etc:  
 \$250 AAPB Members  \$300 non-AAPB members

Total due with this order (Advertising must be prepaid). \$ \_\_\_\_\_

Check enclosed      Charge my  Visa       MasterCard       American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signed: \_\_\_\_\_ Date \_\_\_\_\_

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