

# THE POINT

THE QUARTERLY JOURNAL OF THE ASSOCIATION OF PROFESSIONAL PIERCERS



*The Point: The Journal of the Association of Professional Piercers* is available for free download in full color, in PDF form, at [safepiercing.org](http://safepiercing.org). It is also available in print with a full-color cover and black-and-white content. Print issues are mailed to all APP members, and are available by subscription for \$20 for one year (four issues). Print copies are also distributed from the APP booth at public health Conferences during the year (such as the APHA, ACHA, ADHA and NEHA conferences) and at the APP's annual Conference, which takes place in Las Vegas around the first week in May and regularly draws over 1000 attendees. Back issues of *The Point* are also available from the APP office.

*The Point* has a new format, which includes a full-color digital version available free, and a print version produced on high-quality paper stock and with a full-color cover. Each issue is not only highly anticipated, but is also kept and referenced long after its publication date. Nowhere else can advertising be aimed so directly at the top piercers and piercing shops in the United States (and abroad). Not only do advertisers get exposure to a specific market, but inclusion in *The Point* also demonstrates a willingness to support the educational and outreach efforts of the Association of Professional Piercers.

Ads should be submitted in both full color and black-and-white or greyscale versions. Print resolution is 300 dots per inch (dpi). Acceptable formats are: jpeg (high resolution, at least 300 dpi), eps, tif, PDF (at least 300 dpi), or psd files. When sending digital files, please embed the fonts, or convert to outlines. For question about ad deadlines, billing, or ad rates, e-mail the APP office at [info@safepiercing.org](mailto:info@safepiercing.org). For questions about submissions, e-mail Elayne Angel at [medical@safepiercing.org](mailto:medical@safepiercing.org). For questions about file specifications, or for details on sending digital files e-mail Jon Loudon at [jonloudon@gmail.com](mailto:jonloudon@gmail.com).

The APP reserves the right to edit and/or refuse ads.

SIZE/PLACEMENT	DIMENSIONS	SINGLE INSERTION	FOUR INSERTIONS
INSIDE COVERS*	8.5w x 11h (please include .125in bleed)	\$600	\$550
FULL PAGE	7.5w x 10h	\$500	\$450
HALF PAGE	7.5w x 4.9h	\$275	\$250
QUARTER PAGE	3.67w x 4.9h	\$175	\$150

\*Please e-mail [info@safepiercing.org](mailto:info@safepiercing.org) for availability of inside front or back covers.

Payment should be made upon submission of artwork and mailed to:

ASSOCIATION OF PROFESSIONAL PIERCERS

PO Box 1287

Lawrence, Kansas 66044

Artwork on CD can be sent to:

JAMES WEBER

c/o Infinite Body Piercing

626 S 4th Street

Philadelphia, Pa 19147

