



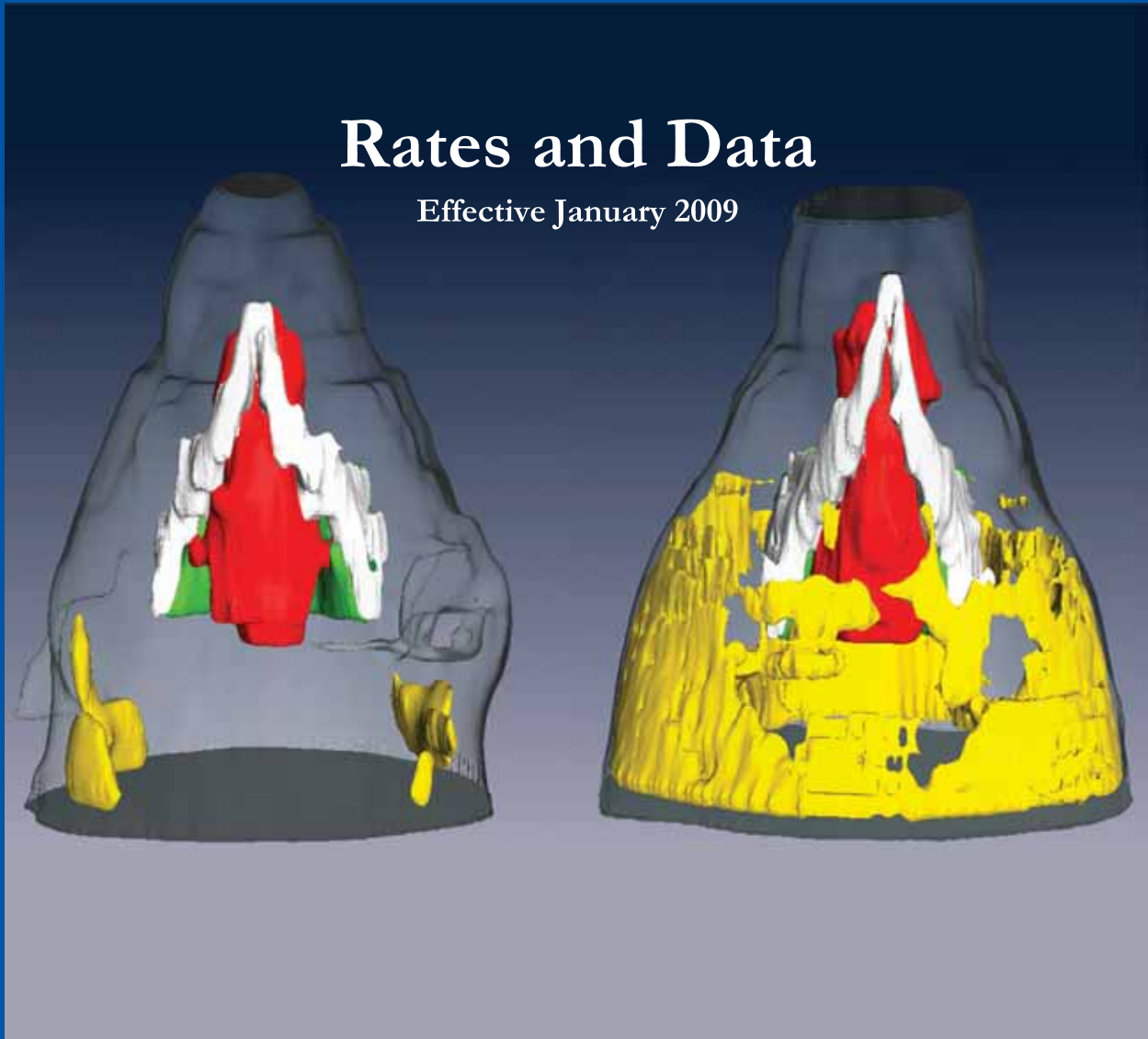
AMERICAN JOURNAL OF

Respiratory and Critical Care Medicine

AN OFFICIAL JOURNAL OF THE AMERICAN THORACIC SOCIETY

Rates and Data

Effective January 2009



Published by
AMERICAN THORACIC SOCIETY
61 Broadway
New York, New York 10006-2755
Tel: (212) 315-8600

Advertising Representatives:
CUNNINGHAM ASSOCIATES
180 Old Tappan Road
Old Tappan, New Jersey 07675
Tel: (201) 767-4170
Fax: (201) 767-8065
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rdevanna@cunnasso.com

Respiratory and Critical Care Medicine

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Rates and Data - January 2009

GENERAL INFORMATION

1. ISSUANCE:

- a. Frequency: Twice Monthly
- b. Issue date: 1st and 15th of month
- c. Mailing date is 1st and 15th of month. Publication is mailed in a wrapper, second class mail.

2. ESTABLISHED: 1917

3. ORGANIZATION AFFILIATION:

An Official Publication of the
American Thoracic Society

4. SUBSCRIPTION DATA:

- a. Subscription Rates: \$290 for individuals and \$ 630 for institutions in US, Canada and Mexico; \$360 for individuals and \$675 for institutions outside North America. Single copies \$35. \$40 outside North America. Publication is included in membership dues.
- b. Annual Percentage of Subscription Renewals: 95%
- c. Number of issues sent after subscription expiration: two months

5. EDITORIAL:

- a. Editorial Content: Original Manuscripts only
- b. Special Editorial Features: Case reports, state of the art articles.

6. REQUIREMENTS FOR ACCEPTANCE OF NEW PROFESSIONAL PRODUCTS FOR ADVERTISING:

All new advertising must be approved, and copy should be sent in duplicate to the advertising representatives for submission.
The American Thoracic Society reserves the right to refuse advertising space in its publications for any reason to any Company, Product or Service.

7. REQUIREMENTS FOR AD CLEARANCE:

Any new copy for a new application of an old product must be treated the same as in Paragraph 6.

8. POLICY ON PLACEMENT OF ADVERTISING:

Advertising precedes and follows editorial section

9. EDITORIAL-ADVERTISING RATIO:

85% Editorial; Advertising 15%

10. SERVICES TO ADVERTISERS:

- a. Availability of Mailing List: Available for advertiser's use by special arrangement only; rates \$200.00 per thousand
- b. Editorial Reprints: Contact Advertising Representative

11. STAFF:

Editor: Edward Abraham, M.D.

*American Journal of Respiratory and
Critical Care Medicine*

61 Broadway
New York, New York 10006-2755

CFO: Carl S. Aloï

American Thoracic Society
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James C. Cunningham, Kevin Dunn, Rich Devanna
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Old Tappan, New Jersey 07675

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CIRCULATION

12. CIRCULATION:

Total Paid:	17,500
Total Free	<u>300</u>
TOTAL	17,800

13. GUARANTEED CIRCULATION: 17,500

14. CIRCULATION VERIFICATION: Sworn Statement

15. COVERAGE AND MARKET

- a. Coverage: National and International
- b. Market served: Physicians with primary professional interests in respiratory diseases, critical care.
- c. Breakdown of Circulation by Classification of Reader: Contact Advertising Representative.

RATES

16. ISSUANCE:

- a. Frequency: Twice Monthly
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18. AGENCY COMMISSION: 15%

Dual Responsibility: Billing directed to the advertising agency at the net rate is approved on condition that the advertiser will accept "dual responsibility" for payment if the agency does not remit within 90 days.

17. CLOSING DATES FOR SPACE:

- a. Reservations: All advertising closes five (5) weeks prior to mailing date.
- b. Cancellation: If for any reason an advertisement is canceled after reservation deadline, publisher reserves the right to repeat former ad at full rates.

19. RATES:

(Effective January 1, 2009)

	<u>1 x</u>	<u>3 x</u>	<u>6 x</u>	<u>12 x</u>	<u>24 x</u>	<u>36 x</u>	<u>48 x</u>	<u>60 x</u>	<u>72 x</u>	<u>96 x</u>	<u>120 x</u>
One Page	\$2,445	\$2,340	\$2,190	\$2,085	\$1,995	\$1,975	\$1,955	\$1,915	\$1,885	\$1,850	\$1,820
1/2 Page	1,720	1,590	1,475	1,430	1,260	1,230	1,200	1,165	1,135	1,110	1,090
1/4 Page	1,230	1,160	1,080	1,050	1,025	975	930				

20. EARNED RATES:

Rates based on number of insertions used within one year, regardless of size.

21. COLOR:

- a. Standard Color: \$670.00 plus earned black and white rate
- b. Matched Color: \$995.00 plus earned black and white rate
- c. 3-Color Rate: 3 times the standard color rate plus earned black and white rate
- d. 4-Color Rate: \$1,800.00 plus earned black and white rate
- e. 5-Color Rate: \$2,050.00
- f. Color Rotation: yellow, red, blue, black

24. COVER AND PREFERRED POSITION RATES:

- a. 2nd Cover: 25% Premium
- b. 3rd Cover: 25% Premium
- c. 4th Cover: 50% Premium
- d. Other Preferred Positions: Page 1; Pages Facing Table of Contents; Page Facing First Editorial - 25% Premium
- e. 1st Spread Position: 10% on Each Page
- f. Cancellation Policy: Positions non-cancelable for contract period.

22. BLEED: No bleed charge

23. INSERTS:

- a. 2-Page Insert: 3 times the earned black and white rate
- b. 4-Page Insert: 4 times the earned black and white rate
- c. 8-Page Insert: 8 times the earned black and white rate
- d. Gatefolds: To determine rates, samples must be submitted

25. SPECIAL POSITIONING:

When advertiser insists on a certain position, it must be considered "preferred" and charged at an advance over regular rates - 10%

26. MISCELLANEOUS

Contract requirements. All contracts subject to editorial approval.

MECHANICAL REQUIREMENTS

27. AD PAGE SIZES:

Printed by offset

	<u>Width</u>	<u>Depth</u>
One Page:	7-5/16	9-7/8
Half Page Vertical:	3-1/2	9-7/8
Half Page Horizontal:	7-5/16	4-3/4
Quarter Page:	3-1/2	4-3/4

28. BLEED SIZES:

- a. Full Page: 8-5/8 x 11-1/8
- Gutter Bleed: 8 x 9-7/8
- b. Trim Size: 8-3/8 x 10-7/8

29. INSERT REQUIREMENTS:

- a. Sizes:
 - 2-Page Insert: 8-5/8 x 11-1/8
 - 4-Page Insert: 17-1/4 x 11-1/8
 - 6-Page Insert: 25-7/8 x 11-1/8
- b. Live matter specifications:
 - Keep all live matter 1/2" away from trim edges.
 - Trims 1/8" off all sides of insert.
- c. Bleed Inserts:
 - Image Size: 8-5/8 x 11-1/8
 - Trim Size: 8-3/8 x 10-7/8
- d. Stock 80 lb. book weight for flat inserts;
70 lb. stock for gatefold inserts.
Note: Inserts of weight, size and physical composition other than specified in this folder may be acceptable. Samples and specifications should be submitted to Publisher's business office.
- e. Quantity: 23,000
- f. Closing Date: Four (4) weeks preceding date of issue
- g. Shipping Address:
All cartons should be labeled with issue and quantity.
Dartmouth Printing Co., Attn: AJRCCM
69 Lyme Rd, Hanover, NH 03755

30. PAPER STOCK:

- a. Inside Pages: 60 lb., Somerset Gloss
- b. Covers: Lustro Gloss

31. TYPE OF BINDING: Perfect Bound

32. HALFTONE SCREEN:

- a. Covers: 133 Screen
- b. Inside: 133 Screen
- c. 4-Color Process: 133 Screen

33. REPRODUCTION REQUIREMENTS:

Preferred Material:

High-Res PDF file to a minimum resolution of 300 dpi on CD-ROM or DVD-ROM. All color images and files to be supplied in CMYK, and a color proof should accompany the file.

Accepted Material:

QuarkXpress, Adobe Illustrator, Adobe InDesign and Adobe Photoshop. Please contact advertising representative for complete specifications if using one of the above

34. CLOSING DATES:

- a. Complete material: Four (4) weeks preceding date of issue.
- b. Copy to be set: Six (6) weeks preceding date of issue.
- c. Inserts: Four (4) weeks preceding date of issue.

35. DISPOSITION OF MATERIAL:

Negatives are held for one year then destroyed.

36. ADDRESSES:

- a. Contracts, Insertion Orders:
Cunningham Associates
Kevin Dunn/Rich Devanna
180 Old Tappan Road
Old Tappan, New Jersey 07675
Tel: (201) 767-4170.
Fax: (201) 767-8065
E-Mail: kdunn@cunnasso.com,
rdevanna@cunnasso.com
- b. Reproduction Material and Inserts:
Dartmouth Printing Company
Attn: AJRCCM
69 Lyme Road
Hanover, NH 03755