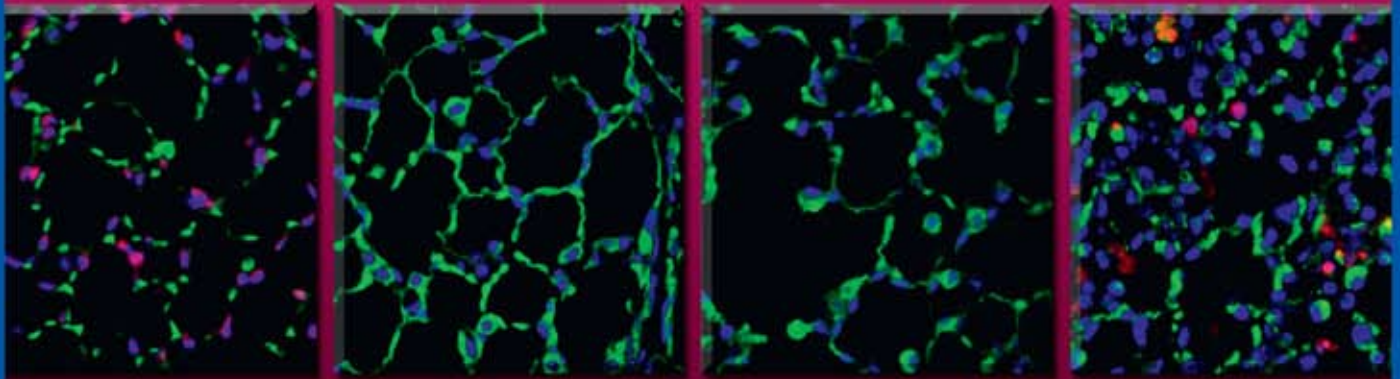


AMERICAN JOURNAL OF

Respiratory and Critical Care Medicine®



We help the world breathe
PULMONARY • CRITICAL CARE • SLEEP



AN OFFICIAL JOURNAL OF THE AMERICAN THORACIC SOCIETY
Advancing Pulmonary, Critical Care, and Sleep Medicine

Rates & Data **Effective January 2012**

Published by
American Thoracic Society
25 Broadway
New York, New York 10004
Tel: (212) 315-6441

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

Respiratory and Critical Care Medicine

AN OFFICIAL JOURNAL OF THE AMERICAN THORACIC SOCIETY

Rates and Data - January 2012

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: U.S. Individual \$650 for combined online and print subscriptions, \$700 for online only, and \$300 for print only;
Outside U.S.: Individuals, \$750 for combined online and print subscription, \$700 for online only, and \$360 for print only; Single copies: U.S., \$40; outside U.S., \$45.
 - 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: Jacob Iasha Sznajder, M.D.
*American Journal of Respiratory and
Critical Care Medicine*
25 Broadway
New York, New York 10004
Publisher: Diane Gern
American Thoracic Society
25 Broadway
New York, NY 10004
Advertising Representatives:
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Tel: (201) 767-4170
Fax: (201) 767-8065
E-Mail: rdevanna@cunnasso.com
jcunningham@cunnasso.com

CIRCULATION

12. **CIRCULATION:**

Total Paid:	17,500
Total Free:	300
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
 - 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.

- 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. EARNED RATES:**
Rates based on number of insertions used within one year, regardless of size.

20.	RATES: (Effective January 1, 2012)										
	1 x	3 x	6 x	12 x	24 x	36 x	48 x	60 x	72 x	96 x	120 x
One Page	\$2,620	\$2,510	\$2,345	\$2,235	\$2,135	\$2,115	\$2,095	\$2,055	\$2,020	\$1,980	\$1,950
1/2 Page	\$1,845	\$1,705	\$1,580	\$1,530	\$1,345	\$1,315	\$1,285	\$1,250	\$1,220	\$1,195	\$1,170
1/4 Page	\$1,315	\$1,245	\$1,160	\$1,120	\$1,095	\$1,045	\$1,000				

- 21. COLOR:**
- a. Standard Color: \$715.00 plus earned black and white rate
 - b. Matched Color: \$1,060.00 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: \$1,930.00 plus earned black and white rate
 - e. 5-Color Rate: \$2,195.00
 - f. Color Rotation: yellow, red, blue, black

- 27. CONTINUITY PROGRAM:**
Advertise the same product in 5 issues and receive your 6th insertion of equal or smaller size free. Must be earned and used within the 2012 calendar year, and the free insertion must be a run-of-book ad only (no premium positions involved). Free pages do not count toward the earned frequency.

- 22. BLEED:** No bleed charge

- 28. EARNED FREQUENCY DISCOUNT:**
Ads placed in the ATS publications (AJRCCM, AJRCMB, PATS), as well as the Meeting programs, cover tips and online ads can be combined towards your earned frequency rate. Cover tips are counted as two pages of advertising and 50,000 online impressions will be counted as one page of advertising.

- 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

- 29. NON-TRADITIONAL MEDIA DISCOUNTS:**
- a. Cover Tip Discount: Advertise the same product in both issues in a given month and receive a 10% discount of the gross cost of a cover tip in the same month. Availability is limited and available on a first come basis.
 - b. Online Advertising Discount: Advertise the same product in both issues in a given month and receive a 25% discount of the cost of 50,000 impressions on the AJRCCM website. Availability is limited and available on a first come basis.

- 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 25% Premium
 - e. 1st Spread Position: 10% on Each Page
 - f. Cancellation Policy: Positions non-cancelable for contract period.

- 30. COVER TIPS**
- a. Cost: \$12,000 Gross (\$10,200 Net) per issue supplied
 - b. Dimensions: 4 7/8 H X 6 7/8 W Minimum
4 7/8 H X 7 7/8 W Maximum
 - c. Quantity: 19,250

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

All cover tips must be submitted for approval of text/graphics, stock weight and dimensions. Gatefold cover tips can be accommodated for an additional charge.

- 26. MISCELLANEOUS**
Contract requirements. All contracts subject to editorial approval.

MECHANICAL REQUIREMENTS

31. AD PAGE SIZES:

Printed by offset

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

32. BLEED SIZES:

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

33. INSERT REQUIREMENTS:

- a. Sizes
 - 2-Page Insert: 8-3/8 x 11-1/8
 - 4-Page Insert: 16-6/8 x 11-1/8
 - 6-Page Insert: 25-1/8 x 11-1/8
- b. Live matter specifications:
 - Keep all live matter 1/2" away from trim edges.
 - Trim 1/8" off all sides of insert.
- c. Bleed Inserts:
 - Image Size: 8-3/8 x 11-1/8
 - Trim Size: 8-1/8 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: 19,250
- 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

34. PAPER STOCK:

- a. Inside pages: 45 lb. Advocate
- b. Covers: 8 pt Sterling Ultra

35. TYPE OF BINDING: Perfect Bound

36. HALFTONE SCREEN:

- a. Covers: 133 screen
- b. Inside: 133 screen
- c. 4-Color Process: 150 screen

37. 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.

Preferred PDF version: 1.3. Ensure any transparent areas are flattened within your supplied PDF.

No RGB, or spot color use (unless special arrangements have been made to print spot color – different rates apply). Please ensure color spaces are either CMYK or grayscale.

Ensure all fonts are embedded if you plan on supplying your ad in PDF format.

38. 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.

39. DISPOSITION OF MATERIAL

Digital material is held for one year then deleted.

40. ADDRESSES:

- a. Contacts, Insertion Orders:
Cunningham Associates
Rich Devanna/Jim Cunningham
180 Old Tappan Road
Old Tappan, New Jersey 07675
- b. Reproduction Materials and Inserts:
Dartmouth Printing Company
Attn: AJRCCM
69 Lyme Road
Hanover, NH 03755