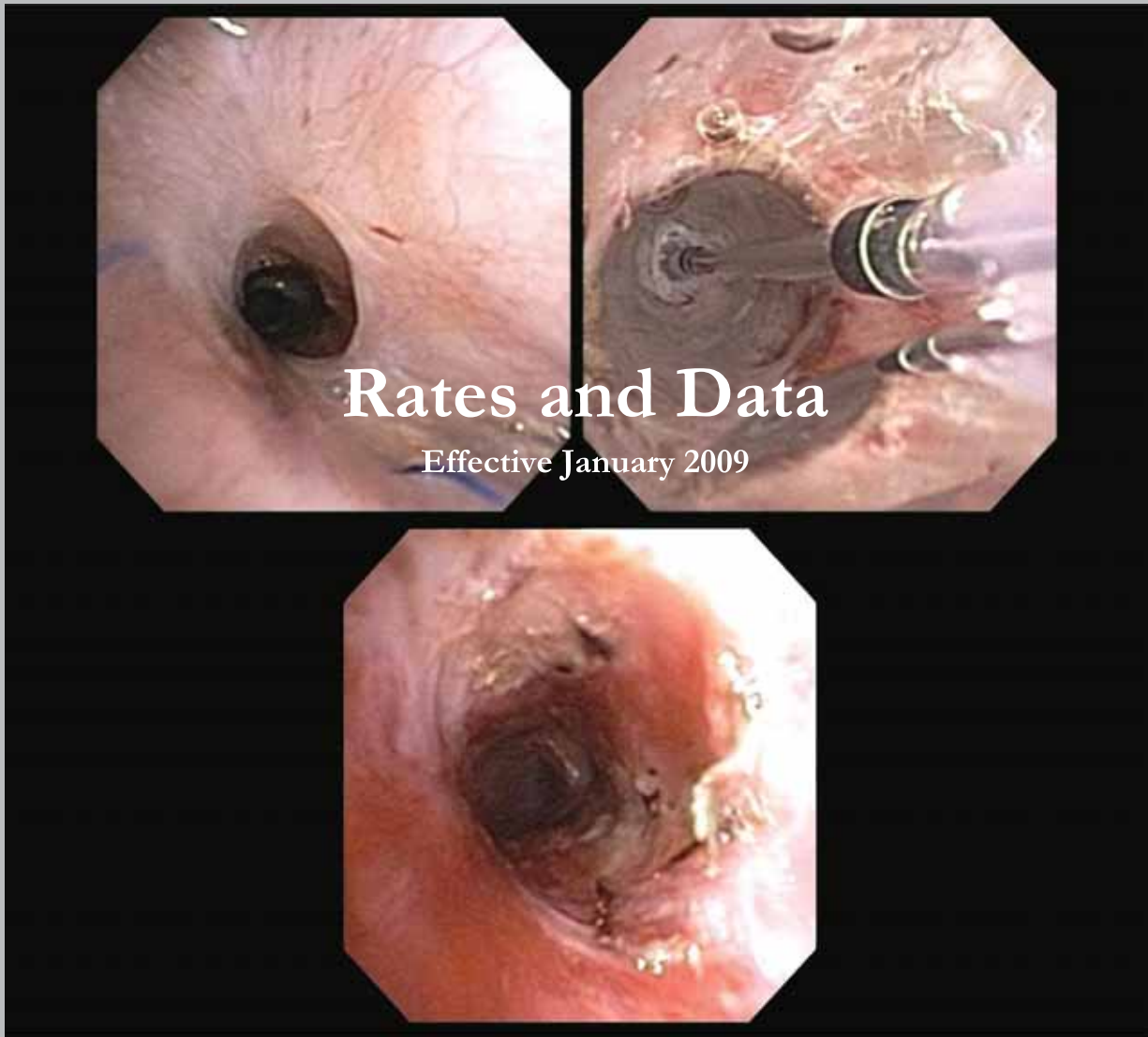




# Proceedings of the American Thoracic Society

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  
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## GENERAL INFORMATION

**1. ISSUANCE:**

- a. Frequency: As Editorial Permits
- b. Issue date: 1st and/or 15<sup>th</sup> of month
- c. Mailing date: 1st and/or 15<sup>th</sup> of month. Publication is mailed with American Journal of Respiratory and Critical Care Medicine (AJRCCM) second class mail.

**2. ESTABLISHED: 2004**

**3. ORGANIZATION AFFILIATION:**

An Official Publication of the  
American Thoracic Society

**4. SUBSCRIPTION DATA:**

- a. Subscription Rates:  
Publication is included in membership dues and with subscription to American Journal of Respiratory and Critical Care Medicine
- b. Annual Percentage of Subscription Renewals: 95%
- c. Number of issues sent after subscription expiration: two months

**5. EDITORIAL:**

- a. Editorial Content: Original Manuscripts
- b. Conference and meeting proceedings
- c. Selected ATS Guidelines and Statements

**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:**

Maximum 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: American Thoracic Society

**11. STAFF:**

Editor: Alan Leff, M.D.

*Proceedings of the American Thoracic Society*  
61 Broadway  
New York, New York 10006-2755

CFO: Carl S. Aloï

American Thoracic Society  
61 Broadway  
New York, NY 10006-2755

Advertising Representatives:

James C. Cunningham, 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

**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: As Editorial Permits
- b. Issue date: 1st and/or 15<sup>th</sup> of month
- c. Mailing date: 1st and/or 15<sup>th</sup> of month. Publication is mailed with AJRCCM, second class mail.

**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.

**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.

**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

**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

**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.

**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: PATS
  - 69 Lyme Rd, Hanover, NH 03755

**30. PAPER STOCK (Subject to Change):**

- a. Inside Pages: 50 lb. Belgrade
- b. Covers: 80 lb. Lustró 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:
  - Negatives, right reading, emulsion side down, or wrong reading, emulsion side up
- Accepted Material:
  - Camera ready art and mechanicals; positives; engravings; electros; repro proofs, scotch prints. If color, proofs or progs for each color.

**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: PATS
  - 69 Lyme Road
  - Hanover, NH 03755