



2014 Display Advertising Rate Card

Effective January 2014

There are three publications from the renowned *American College of Rheumatology (ACR)* with print and online advertising, sponsorship, and other opportunities. Contact your sales representative to see how participating in one, two, or all three can maximize your reach and message to the best audience in rheumatology and related fields.

Advertising & Sales

Kathleen Harrison, Advertising Sales Manager
 Pharmaceutical Media, Inc.
 P: 212.904.0372 • F: 212.685.6126 • E: kharrison@pminy.com

Kathleen Malseed, National Account Manager
 Pharmaceutical Media, Inc.
 P: 212.904.0367 • F: 212.685.6126 • E: kmalseed@pminy.com

Patti McCormack, Production Manager
 Pharmaceutical Media, Inc.
 P: 212.904.0376 • F: 212.685.6126 • E: pmccormack@pminy.com

Brooke Maynard, Associate Business Development Manager
 Wiley
 P: 781-388-8487 • E: bmaynard@wiley.com

Dave Surdel, Dir. of Reprint Sales, Americas
 Wiley
 P: 781-388-8343 • E: dsurdel@wiley.com

Publishing & Editorial

Wiley
 111 River Street, Hoboken, NJ 07030
 Publisher: Vickie Thaw, E: vthaw@wiley.com
 Physician Editor: Simon M. Helfgott, MD
 Editorial Director: Lisa Dionne, E: ldionne@wiley.com
 Editor: Dawn Antoline-Wang • E: dantoline@wiley.com

Circulation

Total Circulation: 11,500
Circulation Verification: Sworn Statement
Breakdown of Circulation:
 ACR/ARHP Members: 9,319
 AMA Rheumatologists: 2,181
Subscription Data:
 Institutional print only: \$169
 Free and open access online.
 Individual: Free to qualified readers — all others: \$120



Editorial Information

The Rheumatologist is an official publication of the American College of Rheumatology (ACR) and the Association of Rheumatology Health Professional (ARHP).

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year in *Arthritis & Rheumatism*, *Arthritis Care & Research*, and *The Rheumatologist* (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

Policy on Ad Placement: Interspersed.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Cover Tips and Outserts accepted. Contact your sales representative for information.

Advertising Incentive Programs

- Buy 11 Get 1 Free: Advertise January through November and run your ad in December for free.
- Run an ad in *A&R* and *The Rheumatologist* in the same month and receive a \$100 per-page discount in *The Rheumatologist*, plus a free ad in *AC&R*.
- Conversion Program: Convert your island-sized insert into 4 color King pages. Ad will be billed at the king B/W page rate (no color charges) at your earned frequency.

Black & White Advertising Rates

Frequency	King	3/4 Page	1/2 Island	1/4 Page
1x	\$4,340	\$3,830	\$3,365	\$2,810
6x	\$4,235	\$3,725	\$3,310	\$2,710
12x	\$4,160	\$3,660	\$3,255	\$2,665
24x	\$4,110	\$3,595	\$3,205	\$2,600
36x	\$4,055	\$3,545	\$3,150	\$2,545
48x	\$3,995	\$3,490	\$3,100	\$2,470
60x	\$3,935	\$3,440	\$3,040	\$2,415
72x	\$3,885	\$3,375	\$2,975	\$2,370
96x	\$3,830	\$3,320	\$2,925	\$2,300
108x	\$3,780	\$3,265	\$2,875	\$2,250
120x	\$3,725	\$3,215	\$2,810	\$2,195
132x	\$3,685	\$3,185	\$2,785	\$2,175
240x	\$3,660	\$3,160	\$2,770	\$2,140
288x	\$3,595	\$3,130	\$2,730	\$2,090

Color Rates (in addition to earned B&W rate):

3 or 4-color process: \$1,815

Cover and Preferred Positions (in addition to earned B&W rate):

2nd Cover: 50%
 4th Cover: 50%
 Opposite Dr. Helfgott's Editorial: 10%

Positions available on a non-cancelable basis.

Inserts: Charged at the earned black and white page rate.



Issuance & Closing Dates

Frequency: 12x per year

Closing Dates:

Cover Month	Space Reservation	Material Due	Inserts Due
January	12/03/13	12/10/13	12/17/13
February	01/03/14	01/10/14	01/07/14
March	02/04/14	02/11/14	02/18/14
April	03/04/14	03/11/14	03/18/14
May	04/03/14	04/10/14	04/17/14
June	05/02/14	05/09/14	05/16/14
July	06/04/14	06/11/14	06/18/14
August	07/03/14	07/10/14	07/17/14
September	08/05/14	08/12/14	08/19/14
October	09/03/14	09/10/14	09/17/14
November	10/03/14	10/10/14	10/17/14
December	11/04/14	11/11/14	11/18/14

Bonus Distribution Issue:

October 2014 : ACR Annual Meeting

Mechanical Requirements

Trim Size: 10-7/8" x 15"

All ads must be set to trim size with live matter 1/4" from final trim size.

Ad Sizes, Non-Bleed	Width	Height
King page	9-7/8"	13-7/8"
3/4 page horizontal	7-3/8"	13-5/8"
Island half	7-3/8"	10"
1/2 page vertical	4-7/8"	13-5/8"
1/2 page horizontal	9-7/8"	7"
1/4 page vertical	4-7/8"	7"
3/4 page horizontal	9-7/8"	10"

Ad Sizes, Bleed	Width	Height
King page	11-1/8"	15-1/4"
King spread	22"	15-1/4"
1/2 page horizontal spread (gutter bleed only)	20-3/4"	7"
Island half spread (gutter bleed only)	15-5/8"	10"

Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Patti McCormack (pmccormack@pminy.com) prior to submitting a file via FTP.
- Set up document to trim size with text at least 1/4" from the final trim size.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Paper Stock: 50 lb. coated

Halftone Screen: 133

Type of Binding: Saddlestitch

Insert Requirements

- King insert supplied size: 11" x 15-1/4", includes 1/8" trim from head, foot, and face; no gutter grind off. Text must be at least 1/4" from final trim. Jogs to head.
- Island insert supplied size: 8 1/8" x 11", includes 1/8" trim from head. No gutter grind-off. Jogs to head.
- Supply multiple-leaf inserts folded.
- Quantity: 14,000
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.

Contacts

Send all insertion orders, advertising material, and insert samples to:

Pharmaceutical Media Inc.
 Attn: Patti McCormack
 30 East 33rd Street, New York, NY 10016
 P: 212.904.0361
 E: pmccormack@pminy.com

Ship Inserts to:

Centeo Publisher Services, Attn: Gladys Stauffer
 The Rheumatologist (issue, month/date)
 3575 Hempland Road
 Lancaster, PA 17601
 Phone: 717.285.6722