

Advertising & Sales Office

Pharmaceutical Media Inc.

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Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.

111 River Street ~ Hoboken, NJ 07030

Physician Editor: David Pisetsky, MD, PhD

Publisher: Vickie Thaw, E: vthaw@wiley.com

Editorial Director: Lisa Dionne, E: ldionne@wiley.com

Advertising Sales Director: Bridget Seay, E: bseay@wiley.com

Editor: Dawn Antoline

P: 201.748.7757 ~ E: dantoline@wiley.com

Editorial Information

The Rheumatologist, a monthly newsmagazine, serves rheumatologists and rheumatology health professionals through the provision of evidence-based, actionable, and visually accessible content in order to enhance readers' care of patients and their practice of medicine.

Circulation

TOTAL CIRCULATION: 11,500

Circulation Verification: Sworn statement

Breakdown of Circulation:

ACR/ARHP Members: 8,389

AMA Rheumatologists: 1,512

AMA Pediatric Rheumatologists: 81

Total ACR/ARHP and Rheumatologists: 9,982

High Pres, IM, and IM with rheumatology as a secondary specialty: 1,518

Subscription Data:

Institutional print only: \$169

Free and open access online.

Individual: Free to qualified readers — all others: \$120

Organization Affiliation:

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

Advertising Rates:

DISPLAY ADVERTISING RATES

Freq.	King	3/4 Page	1/2 Island	1/4 Page
1x	\$4,090	\$3,610	\$3,170	\$2,650
6x	\$3,990	\$3,510	\$3,120	\$2,550
12x	\$3,920	\$3,450	\$3,070	\$2,510
24x	\$3,870	\$3,390	\$3,020	\$2,450
36x	\$3,820	\$3,340	\$2,970	\$2,400
48x	\$3,765	\$3,290	\$2,920	\$2,330
60x	\$3,710	\$3,240	\$2,865	\$2,275
72x	\$3,660	\$3,180	\$2,805	\$2,230
96x	\$3,610	\$3,130	\$2,755	\$2,170
108x	\$3,560	\$3,080	\$2,705	\$2,120
120x	\$3,510	\$3,030	\$2,650	\$2,070
132x	\$3,475	\$3,000	\$2,625	\$2,050
240x	\$3,450	\$2,980	\$2,610	\$2,020
288x	\$3,390	\$2,950	\$2,570	\$1,970

Color Rates: In addition to earned B&W Rate:

Standard: \$720

Matched: \$990

3- or 4-Color: \$1,760

5-Color: \$2,750

Cover and Preferred Position: In addition to earned B&W Rate:

2nd Cover: 50%

4th Cover: 50%

Opposite Pisetsky's Editorial: 10%

Positions available on a non-cancelable basis.

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). Each insert page counts 1x toward the earned page rate.
- **Agency Commission:** 15%
- **Policy on placement of advertising:** Interspersed.
- **Editorial-to-Advertising Ratio:** Average 50% to 50%
- **Requirements for Acceptance of Advertising:** All advertising is subject to the approval of the Editors and the Publisher.
- **Cover Tips and Outserts accepted.** Contact your sales representative for information.

INSERTS:

- Charged at the earned black and white page rates.

Advertising Incentive Programs

- Buy 11 Get 1 Free: Advertise January through November and run your ad in December for free, and receive a \$500 per-page discount.
- Run an ad in *A&R* and *The Rheumatologist* in the same month and receive a \$400 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.

Closing Dates for Display Advertising

Frequency: Monthly

Mailing Date: 12th of each month

Closing Dates:

Issue	Ad Placement	Material Due	Inserts Due
January	12/3	12/10	12/17
February	1/4	1/11	1/19
March	2/4	2/10	2/18
April	3/4	3/10	3/21
May	4/4	4/11	4/18
June	5/6	5/11	5/19
July	6/6	6/10	6/20
August	7/5	7/11	7/21
September	8/5	8/10	8/19
October	9/2	9/9	9/19
November	10/4	10/11	10/19
December	11/4	11/11	11/18

Bonus Distribution Issues:

October 2010 Issue: ACR Annual Meeting

Mechanical Specifications

	BLEED (width x height in inches)	NON-BLEED (width x height in inches)
King Page	11 1/8 x 15 1/4	10 1/16 x 13 7/8
King Spread	22 1/4 x 15 1/4	20 1/8 x 13 7/8
3/4 page Horizontal	11 1/8 x 11 1/4	10 1/16 x 10
3/4 page Vertical	8 1/8 x 15 1/4	7 x 13 7/8
Island Half	8 3/4 x 11 1/4	7 x 10
Island Half Spread	17 1/2 x 11 1/4	16 1/2 x 10
1/2 page Vertical	5 9/16 x 15 1/4	4 3/4 x 13 1/8
1/2 page Horizontal	11 1/8 x 7 3/4	10 1/16 x 7
1/2 page Horiz Spread	22 1/4 x 7 3/4	20 1/8 x 7
1/4 page Vertical	5 9/16 x 8 1/8	4 3/4 x 7 1/4
1/4 page Horizontal	8 1/8 x 5 3/4	7 x 4 3/4
Trim Size	10 7/8 x 15	10 7/8 x 15

Paper Stock: 50-lb coated

Type of Binding: Saddlestitch

Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital material required.
- Acceptable formats: Adobe Acrobat PDF files and Adobe Illustrator or Macromedia FreeHand EPS or PDF files are accepted. Native application files are not recommended; however, QuarkXPress and Adobe InDesign native application files are supported. Please see the complete ad file specifications at www.cadmusmediaworks.com/index2.html.

- PDF files must be distilled from PostScript files generated with the PPD that is available for download through www.cadmusmediaworks.com. Click on the icon for "Cadmus MediaWorks Digital File Specs." Macintosh users click on the link "The Macintosh files can be found here," the link for "Applications," and the link for "PPDs" to choose the file named "PrinergerRefinerPPD.sit" and begin its download. Use StuffIt Expander to extract the file named "Prinerger Refiner."
- Adobe Illustrator or Macromedia FreeHand EPS or PDF files should be set for high-resolution output. Files will be output to a device resolution of 2,400 dpi. Please see complete ad file specifications for additional information.
- Platform: Mac and PC Media: CD-ROM
- Fonts and Graphics: Embed all fonts and graphics; use Open Type or Post Script Fonts; TrueType fonts are not acceptable.
- Size: Ad must be complete and sized at 100%; include necessary bleeds; minimum bleed 1/8" each side.
- Color: Convert all RGB to CMYK.
- Proofs: Color ads must be accompanied by SWOP-certified proof; B/W ads must be accompanied by laser proof.

Insert Requirements

- King insert supplied size: 11" x 15 1/8", includes 1/8" trim from head, foot, and face. No gutter grind-off. 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.
- BRM supplied size: 4 1/8" x 6 1/8"; allow 3/8" from perforation to binding edge. Include 3 1/8" flap if stitching. Jogs to head. Reply part must meet U.S.P.S. regulations. Minimum card stock: .007. Maximum stockweight, single-leaf: 100-lb. text weight; multiple-leaf: 80-lb. text weight.
- 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.
- A service charge will be rendered for special printer services or unusual inserts that cause bindery slow-downs or incur additional printer charges. All such requests must be submitted prior to printing for approval.

Advertising Program

Run an ad in *A&R* and *The Rheumatologist* in the same month and receive a \$400 per-page discount in *The Rheumatologist*, plus a free ad in *AC&R*.

Contacts:

Ship all Insertion Orders and Advertising Material, as well as two Insert samples to:

Pharmaceutical Media Inc.

Attn: Stacie Albaum

30 East 33rd Street

New York, NY 10016

P: 212.904.0361

E: salbaum@pminy.com

Ship Inserts to:

Receiving Department

Attn: JoAnn Gold

The Rheumatologist (issue month/date)

Cadmus Specialty Publications

1991 Northampton Street

Easton, PA 18042

P: 610.250.7264

