



*The Rheumatologist*, a monthly news magazine from The American College of Rheumatology, helps rheumatologists and rheumatology health professionals enhance their patient care and improve their practice management through concise reporting of practical clinical reviews, discussions of current research and treatments, and legislative actions, updates in academic rheumatology, and presentations of quality improvement initiatives and developments. Each compelling issue contains actionable, evidence-based content.

## 2021 ADVERTISING RATE CARD

### Advertising & Sales Office

#### Pharmaceutical Media, Inc.

30 East 33rd Street, New York, NY 10016

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P: 215-852-9824 E: kmalseed@pmiiny.com

**Jill Redlund** - National Account Manager

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**Patti McCormack** - Advertising Production Manager

P: 212-904-0376 E: pmccormack@pmiiny.com

### Publisher & Editorial Office

Wiley 111 River Street, Hoboken, NJ 07030

**Physician Editor:** Philip Seo, MD, MHS

**Publisher:** Lisa Dionne Lento - E: ldionnelen@wiley.com

**Editor:** Keri Losavio - E: klosavio@wiley.com

### Circulation

**Total Circulation:** 10,721

**Circulation Verification:** Sworn Statement

**Coverage:** US

### Editorial Information

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

### Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year in *Arthritis & Rheumatology*, *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*.

### Display Advertising Rates

Frequency	King	3/4 Page	1/2 Island	1/4 Page
1x	\$5,290	\$4,675	\$4,100	\$3,415
6x	\$5,165	\$4,545	\$4,035	\$3,310
12x	\$5,075	\$4,460	\$3,965	\$3,255
24x	\$5,065	\$4,385	\$3,955	\$3,140
48x	\$4,875	\$4,255	\$3,785	\$3,020
72x	\$4,780	\$4,150	\$3,680	\$2,915
96x	\$4,715	\$4,095	\$3,575	\$2,825
120x	\$4,585	\$3,965	\$3,450	\$2,700
240x	\$4,460	\$3,860	\$3,380	\$2,605

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

3 or 4-color process	\$2,040
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**Preferred Positions** (in addition to earned B&W rate):

2nd Cover	50%
4th Cover	50%
Center Spread	40%

Positions available on a non-cancelable basis.

**Inserts:** Charged at the earned B&W page rate.

## Issuance & Closing Dates

**Frequency:** 12x per year

### Closing Dates:

Issue Date	Reservation	Materials Due	Inserts Due	Mail
January	12/4/20	12/9/20	12/21/20	1/19/21
February	1/6/21	1/8/21	1/20/21	2/16/21
March	2/4/21	2/8/21	2/19/21	3/19/21
April	3/4/21	3/8/21	3/19/21	4/15/21
May	4/6/21	4/8/21	4/20/21	5/15/21
June	5/5/21	5/7/21	5/20/21	6/14/21
July	6/3/21	6/9/21	6/18/21	7/17/21
August	7/6/21	7/8/21	7/20/21	8/14/21
September	8/4/21	8/9/21	8/20/21	9/15/21
October	9/3/21	9/9/21	9/21/21	10/16/21
November	10/5/21	10/7/21	10/20/21	11/13/21
December	11/3/21	11/9/21	11/19/21	12/18/21

### Bonus Distribution

Issue	Conference
October	ACR Annual Meeting

## Mechanical Requirements

**Trim Size:** 10.875" x 15"

All ads must be set to trim size with live matter 0.25" from final trim size.

Page Sizes, Non-Bleed	Width	Depth
King page	9.875"	13.875"
3/4 page vertical	7.375"	13.625"
Island half	7.375"	10"
1/2 page vertical	4.875"	13.875"
1/2 page horizontal	9.875"	7"
1/4 page vertical	4.875"	7"
3/4 page horizontal	9.875"	10"
Page Sizes, Bleed	Width	Depth
King page	11.125"	15.25"
King spread	22"	15.25"
1/2 page horizontal spread (gutter bleed only)	20.75"	7"
Island half spread (gutter bleed only)	15.625"	10"

**Paper Stock:** 50 lb.coated

**Halftone Screen:** 133

**Type of Binding:** Saddle stitch

## Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Patti McCormack at pmccormack@pminy.com prior to submitting a file via FTP.
- Set up document to trim size with text at least 0.25" from the final trim size.
- All fonts & 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.

## Insert Requirements

- King insert supplied size: 10.875" x 15.375", includes 0.125" trim from foot and face, and 0.1875 off head. No gutter grind off.
- Island insert supplied size: 8.125" x 11", includes 0.125" trim from head. No gutter grind-off. Jogs to head.
- Max stock: 80# gloss text
- Supply multiple-leaf inserts folded.
- Quantity: 13,000
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.

## Contacts

**Ship all insertion orders, advertising material, and insert samples to:**

### Pharmaceutical Media, Inc.

Attn: Patti McCormack

30 East 33rd Street  
New York, NY 10016

**P:** 212-904-0376

**E:** pmccormack@pminy.com

### Ship inserts to:

Hess Print Solutions (HPS)

Attn: Audrey Thomas

The Rheumatologist, Issue: \_\_\_\_\_

3765 Sunnybrook Road

Brimfield, OH 44240

**E:** athomas@hessprintsolutions.com