

# *The Diabetes* EDUCATOR

Official Journal of the



**AMERICAN ASSOCIATION  
OF DIABETES EDUCATORS**



Published by

 **SAGE Publications**

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2007 MEDIA KIT

# About AADE



Founded in 1973, the American Association of Diabetes Educators is a multi-disciplinary professional membership organization dedicated to advancing the practice of diabetes self-management training and care as integral components of health care for persons with diabetes, and lifestyle management for the prevention of diabetes.

Diabetes self-management training, also called diabetes education, gives patients the knowledge and skills to be able to effectively manage their diabetes on a daily basis. Through a collaborative process, diabetes educators help their patients identify barriers, facilitate problem solving and develop coping strategies.

AADE assists its members and the larger healthcare community in treating people with diabetes and those who are in danger of contracting the disease. This is accomplished with a dynamic organizational structure and a strong mission and goals:

- **Education**

AADE will serve as a leader in education of its members, the broader healthcare community, and the community at large.





- **Research**  
AADE will promote research in diabetes self-management training and behavior change.
- **Recognition**  
AADE will advance diabetes self-management training as central to diabetes care, and will advance lifestyle management for prevention of diabetes.
- **Advocacy**  
AADE will advocate for public policy to improve the nation's health.
- **Membership**  
AADE will develop a diverse membership that will enhance and promote the benefits of diabetes self-management training and prevention through the team approach.
- **Organizational Excellence**  
AADE will continue to develop an effective and efficient organization.

# Editorial Information



The official journal of the American Association of Diabetes Educators

## Editor-in-Chief

James A. Fain, PhD, RN, BC-ADM, FAAN

## Mission Statement

*The Diabetes Educator* is the official publication of the American Association of Diabetes Educators. Its primary goals are to publish papers on aspects of patient education and professional education, and to serve as a reference for the science and art of diabetes management. We invite contributions of original research, perspectives in practice, and application in such areas as nutrition, pharmacy, psychosocial aspects of diabetes, and health care policy. Subscription to *The Diabetes Educator* is an AADE member benefit.

## Topics

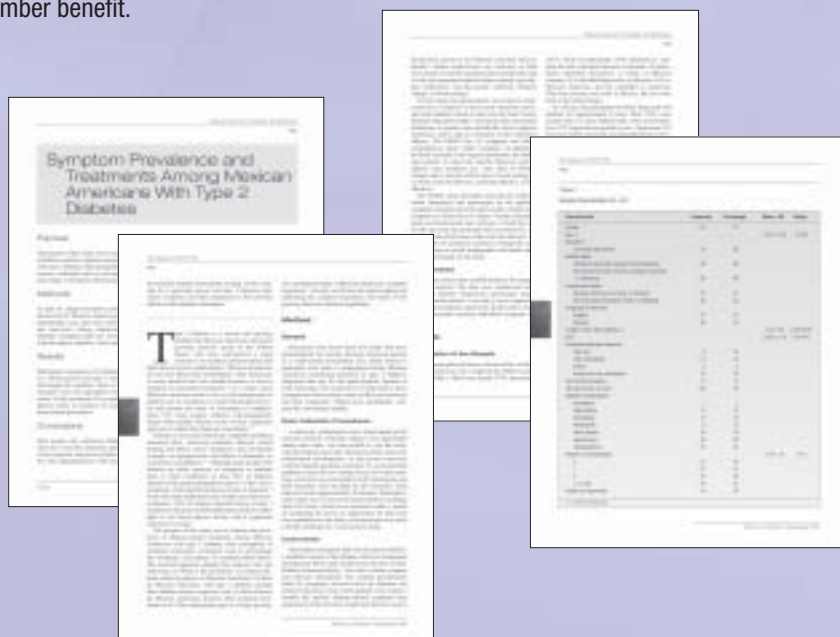
- Complications
- Cultural Diversity
- Exercise and Fitness
- Foot & Wound Care
- Healthcare Policy
- Monitoring & Management
- Nonpharmacologic Therapies
- Nutrition
- Pharmacologic Intervention
- Physiology & Pathophysiology
- Pregnancy
- Psychosocial Aspects
- Research
- Social Commentary
- Special Populations
- Teaching & Learning

## Departments

- **Today's Educator**  
Readers seek practical information that they can put to immediate use every day with their patients. This section incorporates in-depth, practice-related information.
- **Put Into Practice**  
Ties the research directly to the educators' daily practice with valuable how-to applications.
- **Nutrition Update**
- **Pharmacy Update**
- **Professional Development**
- **Tool Chest**

## Additional Visibility for Your Product

- **Industry Update**  
The latest news from industry keeps readers abreast of new products and services.
- **Products in Practice**  
In-depth looks at the newest products available in diabetes education and care. Product "demonstrations" reveal exactly how to incorporate the product into practice and how to teach patients about its use.
- **The Educator's Guide to Diabetes Resources**  
Annual buyer's guide describes product educational materials available to health professionals.



# Editorial Calendar

| Issue             | Editorial Highlights  | Bonus Distribution   | Value-Added Opportunities   |
|-------------------|---|--|---|
| January/February  | <ul style="list-style-type: none"> <li>Lifestyle and Fitness</li> </ul>   | <ul style="list-style-type: none"> <li>American Pharmacists Association - March 16-19, 2007 Atlanta, GA</li> </ul>   | Free 6-month 30-word company/product description on AADE website for all 6X advertisers starting in January/February. |
| March/April       | <ul style="list-style-type: none"> <li>Foot Care / Wound Care / Skin Care</li> </ul>  |  | Free Readex® Ad Test Survey for all full page advertisers   |
| May/June          | <ul style="list-style-type: none"> <li>Medication Management</li> <li>AADE Meeting Preview / Exhibitor List</li> </ul>          | <ul style="list-style-type: none"> <li>American Diabetes Association - Jun 22-26, 2007 Chicago, IL</li> <li>American Association of Nurse Practitioners - June 20-24, 2007 Indianapolis, IN</li> </ul> | Free counter cards to advertisers ( ½ page and larger )   |
| July/August       | <ul style="list-style-type: none"> <li>Pharmacologic Intervention</li> <li>AADE Meeting Preview / Product Categories</li> </ul> | <ul style="list-style-type: none"> <li>American Association of Diabetes Educators - August 1-4, 2007 St. Louis, MO</li> </ul>  | Free counter cards to advertisers ( ½ page and larger )   |
| September/October | <ul style="list-style-type: none"> <li>Nutrition &amp; Diet</li> </ul>  | <ul style="list-style-type: none"> <li>American Dietetic Association - Sept 29 - Oct 2, 2007 Philadelphia, PA</li> <li>American Academy of Family Physicians - Oct 3-7, 2007 Chicago, IL</li> </ul>    |   |
| November/December | <ul style="list-style-type: none"> <li>Testing and Monitoring</li> <li>The Educator's Guide to Diabetes Resources</li> </ul>    |  | Opportunity for listing of educational products from industry in the Educator's Guide to Diabetes Resources           |

Editorial topics subject to change. Please contact your representative for any updates.

# Readership

- **The Diabetes Educator** gives you access to the largest concentration of diabetes education professionals.
- Diabetes educators are smart buyers seeking product information for their patients.
- Diabetes educators are on the front lines with patients and are considered a primary source of diabetes-related information.
- Diabetes educators surpass physicians in one-on-one quality time spent with patients.

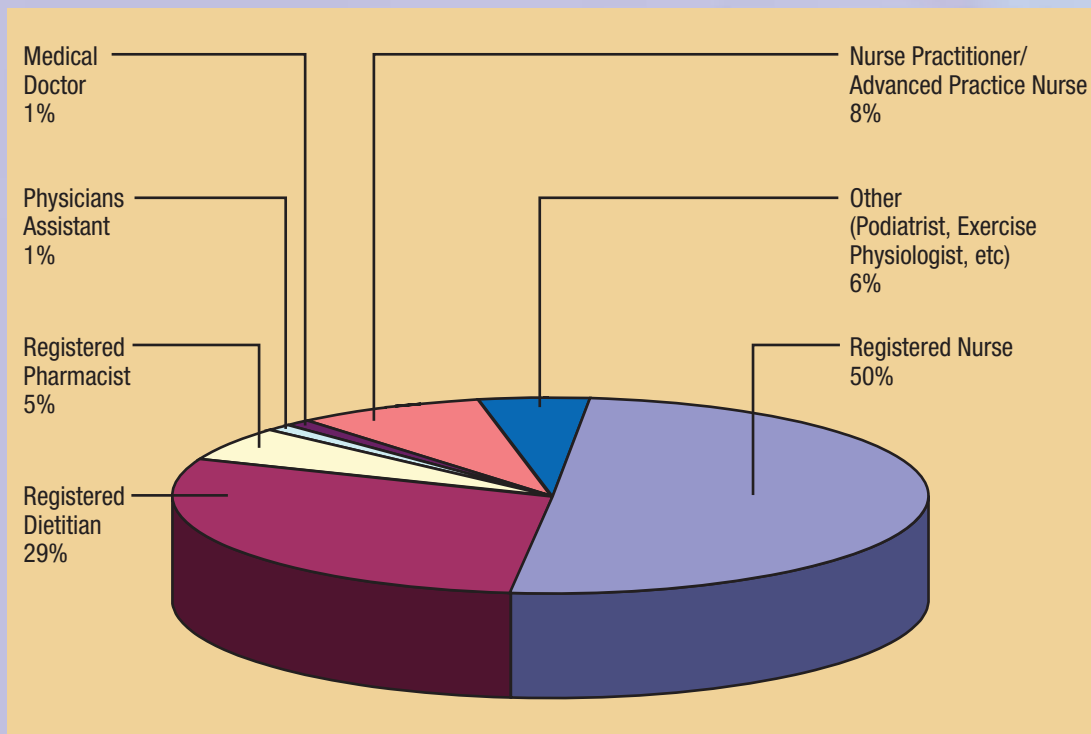
## Our readers will see your ad and respond to your ad ...

- 74% have responded to ads they have seen in **The Diabetes Educator** over the past 12 months
- 70% read at least half of each issue
- 90% refer to past issues
- 90% recommend specific products to their patients

## Our readers spend quality time with patients...

- Our readers see an average of 12 patients in a typical week
- 77% spend at least 30 minutes with each patient, with 45% spending over 1 hour with each patient

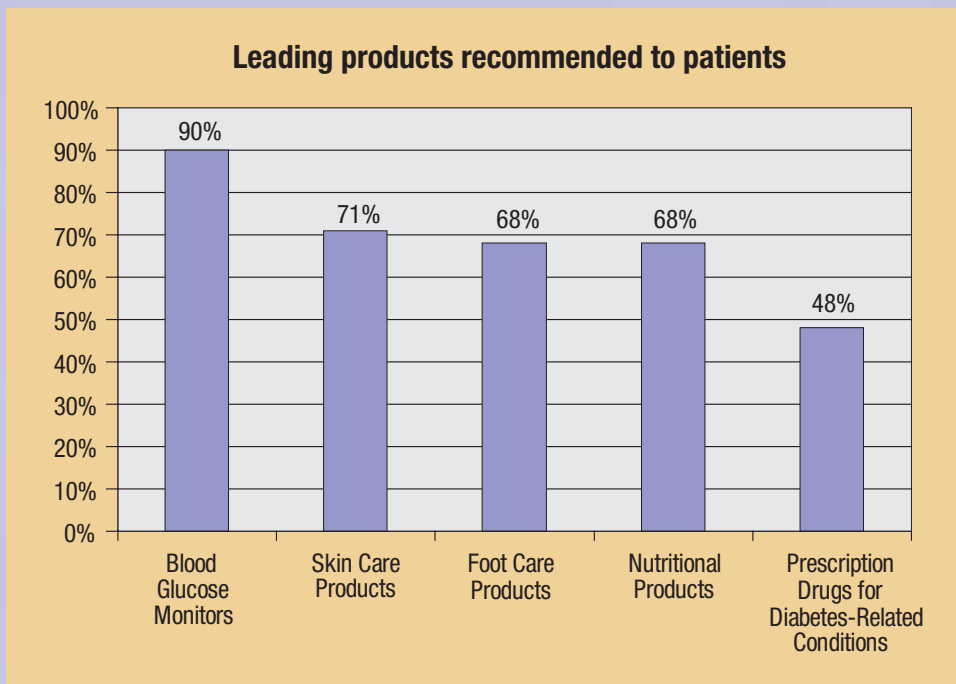
## Who's reading *The Diabetes Educator*?



**Our readers will recommend your product...**

| Prescription drugs recommended   | Nutritional products recommended   |
|--|--|
| <ul style="list-style-type: none"> <li>• Blood pressure</li> <li>• Insulin</li> <li>• Oral agents</li> <li>• Cholesterol</li> <li>• Wound care</li> <li>• Weight management</li> <li>• Erectile dysfunction</li> </ul> | <ul style="list-style-type: none"> <li>• Nutritional supplements</li> <li>• Sugar substitutes</li> <li>• Low fat dairy products</li> <li>• Diet beverages</li> <li>• Other nutritional foods</li> </ul>  |
| Foot care products recommended   | Other products diabetes educators recommend to their patients  |
| <ul style="list-style-type: none"> <li>• Shoes</li> <li>• Socks</li> <li>• Creams</li> <li>• Wound care</li> </ul>   | <ul style="list-style-type: none"> <li>• Automatic and needleless injectors</li> <li>• Blood sampling products</li> <li>• Diagnostic tools</li> <li>• Dietary management programs</li> <li>• Exercise programs and equipment</li> <li>• Insulin products and insulin delivery systems</li> <li>• Monitoring systems</li> <li>• Needle and lancet disposal systems</li> <li>• Self-management software</li> <li>• Skin care products</li> </ul> |

**Our readers want your information...**



*\*Demographics provided by 2006 Readex® reader survey and 2006 AADE membership data.*

# Special Marketing Opportunities

## Patient Education Page Sponsorship

Your company now has the opportunity to sponsor a special patient education page which includes patient information useful to the clinician in educating the patients, as well as a self-assessment-screening tool. This provides an excellent opportunity for a company that would like to help foster the patient/provider relationship by helping to underwrite this educational endeavor. The sponsors can choose the topics for the features that they wish to sponsor.

## Belly Bands

An exclusive way to place your message front and center with each journal reader. Belly bands allow your message to be the very first one seen by the readers.

### Specifications

- Contact Publisher

## Outserts (product samples, brochures)

Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity—only one advertising outsert permitted per issue!

### Specifications

- One dimension must be at least 4 ½”.
- Final piece must not be larger than trim size of journal.
- May not exceed ¼” in thickness or 3.3 oz. in weight
- Prescription-only, perishable or invasive materials not accepted.
- Must be securely sealed.
- Approval of publisher required 30 days prior to closing date.

## 2008 AADE Wall Calendar

Here is your opportunity to be seen every day by *The Diabetes Educator* subscribers. For the second year, we are offering advertising on each page of the 2008 AADE Wall Calendar. This calendar will include all of the industry and educational conferences and events throughout 2008.

The calendar will be mailed with every copy of the November/December 2006 issue of the journal. Your ad will be on the page above the month of your choice.

**Please contact your representative for rates for any of the above opportunities**

## Posters

*The Diabetes Educator* offers another merchandising opportunity to promote your company on a special poster, highlighting clinical practice guidelines. This poster will be inserted in every copy of the publication so that it gets into the hands of the entire readership. Recognition of the sponsorship will be noted on the poster, along with your product or company logo and Website address.

Prospective sponsors may also suggest topics for these clinical practice guidelines that relate to their core business.

## Supplements

Single-sponsored supplements give you the opportunity to deliver a customized editorial message to all of the subscribers. Supplements are polybagged with a regular issue and may be overprinted for distribution at the sponsor's discretion. Contact us today to discuss the various options for the delivery of your sponsored educational content.

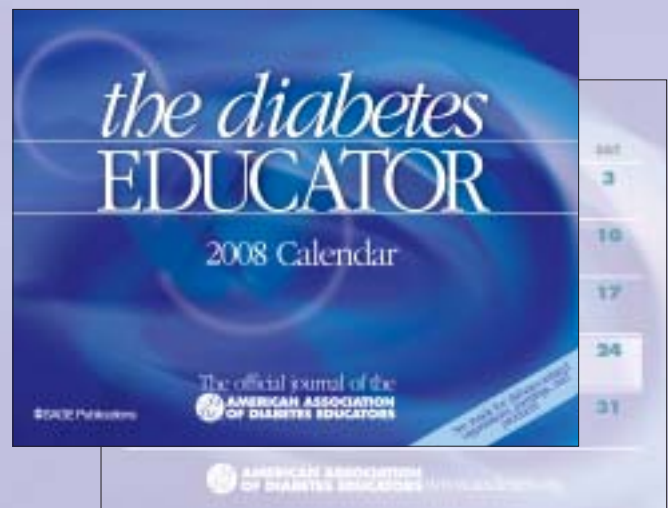
## Reprints

Reprints of articles from *The Diabetes Educator* can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.

## Exhibiting at AADE Conference

If you are interested in exhibiting at AADE's annual conference, please contact:

Hall-Erickson, Inc.  
98 E. Naperville Rd.  
Westmont, IL 60559  
Phone: 800-752-6312  
Fax: 630-434-1216



## Website Banner Advertising



<http://tde.sagepub.com>

- Maximum of 5 rotating banners will be placed at any time. If others are not sold, then advertisers will receive bonus exposure for no additional cost.
- All banners remain visible until the page is refreshed or a new page is viewed.
- Print Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

### **Banner Specifications:**

Home Page Banner: 140 pixels wide x 60 pixels high

Run of Site Banner: 170 pixels wide x 60 pixels high

Acceptable file formats: GIF, Animated GIF, JPG, PNG

Other opportunities such as sponsored email alerts may be available. Please contact us for more information.

|  | Advertiser Rate  |                   | Non-Advertiser Rate |                   |
|--|------------------|-------------------|---------------------|-------------------|
|  | 6 month exposure | 12 month exposure | 6 month exposure    | 12 month exposure |
| Home page Banner – rotating            | \$575            | \$1005            | \$1155              | \$1925            |
| Content/search pages Banner – rotating | \$500            | \$865             | \$990               | \$1650            |

*\*all banner rates are net*

# Rates & Specifications

## General Information

**FREQUENCY** Bimonthly

### PUBLISHER

SAGE Publications  
2455 Teller Road  
Thousand Oaks, California 91320  
Phone: (805) 499-0721  
Fax: (805) 499-8096

### SOCIETY AFFILIATION

Official Journal of the American Association of  
Diabetes Educators

### EDITOR-IN-CHIEF

James A. Fain, PhD, RN, BC-ADM, FAAN

### ADVERTISING REPRESENTATIVE

For companies starting with A-H:  
Diane Diamond

For companies starting with I-Z:  
Nicole Roach Louderback

The Leonard Media Group  
415 Horsham Rd.  
Horsham, PA 19044  
Phone: (215) 675-9133  
Fax: (215) 675-9376  
Email: [diane@leonardmedia.com](mailto:diane@leonardmedia.com) or  
[nicole@leonardmedia.com](mailto:nicole@leonardmedia.com)

### GENERAL POLICY on acceptance of advertising:

All advertising is subject to the publisher's and association's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

## Advertising Specifications

**Trim Size:** 8 3/8" w x 10 7/8" h

**Live matter:** 1/4" from trim

**Line screen:** 133-150

|                            | Non-Bleed           | Bleed                |
|----------------------------|---------------------|----------------------|
| <b>Full Page</b>           | 7" w x 10" h        | 8 5/8" w x 11 1/8" h |
| <b>2/3 page vertical</b>   | 4 1/2" w x 10" h    |                      |
| <b>1/2 page horizontal</b> | 7" w x 4 7/8" h     |                      |
| <b>1/2 page vertical</b>   | 3 3/8" w x 10" h    |                      |
| <b>1/3 page vertical</b>   | 2 1/4" w x 10" h    |                      |
| <b>1/4 page vertical</b>   | 3 3/8" w x 4 7/8" h |                      |

## Requirements For Electronic Delivery

### GENERAL INSTRUCTIONS

A High Resolution Press-Ready PDF is required for all electronic ad submissions. PDF must be created using Adobe Acrobat Distiller. Files created in PDF Library cannot be accepted. All images within PDF must be created in TIFF or EPS format. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads.

### IMAGE SIZE/CROP

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

### PROOF INSTRUCTIONS

- **Color Ads:** An identifiable **SWOP-certified** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

### FILE SUBMISSION INSTRUCTIONS

Please supply files on one of the following media: Iomega Zip (100 or 250), CD-ROM, or e-mail. Please include a SWOP-certified proof and the pre-flight report with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

### REQUIREMENTS FOR FILM

All film must be right-reading emulsion side down. All reproduction materials must have registered marks, center marks, and trim marks clearly indicated. Whenever possible, advertisements should be supplied by digital format. Each negative must be clearly marked for color. All color pages must be accompanied by an identifiable SWOP-compliant proof.

### BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 4 1/4" h x 6" w. Minimum paper weight is 7 pt. Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

## Advertising Rates 2007

### Black & White Rates

|          | 1X      | 3X      | 6X      | 12X     | 24X     |
|----------|---------|---------|---------|---------|---------|
| 1 page   | \$1,405 | \$1,370 | \$1,305 | \$1,250 | \$1,160 |
| 1/2 page | \$950   | \$925   | \$880   | \$840   | \$780   |
| 1/4 page | \$655   | \$640   | \$610   | n/a     | n/a     |

### Color Charges, Per Page / Fraction (in addition to B&W rates)

|                      | 4-color | Additional Pantone Color | Standard Color |
|----------------------|---------|--------------------------|----------------|
| 1 page               | \$1,750 | \$835                    | \$735          |
| 1/2 page or 1/4 page | \$960   | \$580                    | \$510          |

### Premium Positions

**Back cover:** Earned B&W rate plus 50%

**Inside front cover and page 1:** Earned B&W rate plus 30%

**Facing table of contents and inside back cover:**  
Earned B&W rate plus 25%

**All other positions:** Earned B&W rate plus 20%.

**Inserts:** 2 page insert: 3x the earned B&W rate  
4 page insert: 5x the earned B&W rate  
6 page insert: 7x the earned B&W rate  
8 page insert: 8x the earned B&W rate  
10 page insert: 10x the earned B&W rate

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

**Agency commission:** 15%

**Payment terms:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

### Deadlines 2007

| Issue             | Space Reservations | Advertising Artwork | Pre-Printed Inserts | Mail Date  |
|-------------------|--------------------|---------------------|---------------------|------------|
| January/February  | 12/29/2006         | 1/5/2007            | 1/17/2007           | 2/2/2007   |
| March/April       | 2/23/2007          | 3/2/2007            | 3/12/2007           | 3/28/2007  |
| May/June          | 4/20/2007          | 4/26/2007           | 5/7/2007            | 5/23/2007  |
| July/August       | 6/21/2007          | 6/26/2007           | 7/9/2007            | 7/25/2007  |
| September/October | 8/23/2007          | 8/28/2007           | 9/10/2007           | 9/26/2007  |
| November/December | 10/18/2007         | 10/23/2007          | 11/2/2007           | 11/20/2007 |

Cancellations will not be accepted after closing dates for reservations and must be submitted in writing. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## ADDRESSES & NUMBERS

### ■ FOR ALL ADVERTISING INQUIRIES:

For companies starting with A-H:

**Diane Diamond**

Phone: (215) 675-9133 x 205

Email: [diane@leonardmedia.com](mailto:diane@leonardmedia.com)

For companies starting with I-Z:

**Nicole Roach Louderback**

Phone: (215) 675-9133 x 204

Email: [nicole@leonardmedia.com](mailto:nicole@leonardmedia.com)

**The Leonard Media Group**

415 Horsham Rd.

Horsham, PA 19044

Fax: (215) 675-9376

### ■ FOR ARTWORK DELIVERY (PRINT ADS AND BANNER ADS):

(PLEASE SHIP USING A TRACKABLE SERVICE SUCH AS UPS OR FEDEX):

**Advertising Coordinator**

**SAGE Publications**

2455 Teller Road

Thousand Oaks, CA 91320 USA

Phone: (805) 410-7160

Fax: (805) 499-8096

E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### ■ FOR REPRINTS AND SUPPLEMENT SALES:

**Bob Vrooman**

**SAGE Publications**

2455 Teller Road

Thousand Oaks, CA 91320 U.S.A.

Tel: 805-410-7594

Fax: 805-499-8096

E-mail: [robert.vrooman@sagepub.com](mailto:robert.vrooman@sagepub.com)

### ■ PRE-PRINTED INSERTS AND OUTSERTS:

(Sample must be submitted to publisher prior to delivery):

Ship To: Tina Pringle / Pam Hays

**Dartmouth Printing**

69 Lyme Road

Hanover, NH 03755 U.S.A.

Phone: 603-643-2220

For: *The Diabetes Educator* (specify issue)



**AMERICAN ASSOCIATION  
OF DIABETES EDUCATORS**