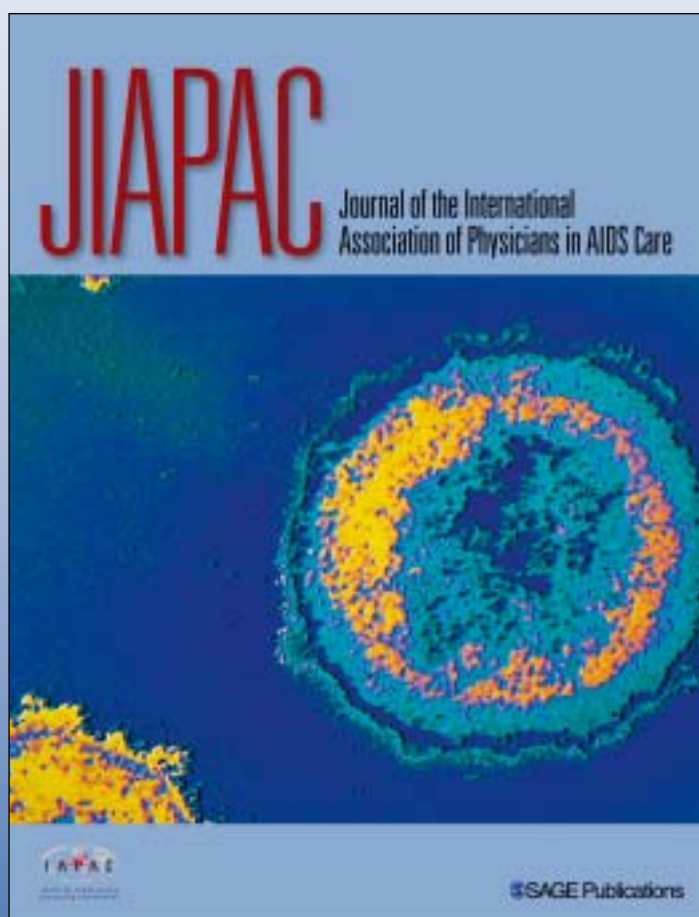


# JOURNAL OF THE INTERNATIONAL ASSOCIATION OF PHYSICIANS IN AIDS CARE

Official Journal of the International Association of Physicians in AIDS Care



battling complacency  
advancing commitment



## ADVERTISING RATES & SPECIFICATIONS

*Effective January 1, 2007*

## GENERAL INFORMATION

### FREQUENCY:

Quarterly

### PUBLISHER:

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

### SOCIETY AFFILIATION:

Official Journal of the International Association of Physicians in AIDS Care (IAPAC)

### EDITOR-IN-CHIEF:

John Bartlett, MD, *Johns Hopkins University*

### ADVERTISING REPRESENTATIVE:

M.J. Mrvica Associates, Inc.  
Phone: (856) 768-9360  
E-mail: mjmrvica@mrvica.com

### DESCRIPTION:

The **Journal of the International Association of Physicians in AIDS Care (JIAPAC)** is a peer-reviewed journal providing leading-edge clinical HIV management information to HIV treating physicians and allied health professionals. **JIAPAC** features original research papers, letters to the editor, short communications, case studies, consensus statements, point-counterpoint articles, and editorials.

### CIRCULATION:

9,000 (including all members of IAPAC)

### 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.

## READERSHIP PROFILE

Readership includes physicians within the following specialties: family practice, immunology, infectious diseases, internal medicine, maternal medicine, nutrition, obstetrics and gynecology, oncology, pediatrics, pharmacology, preventive medicine, psychiatry, and public health. Other readers include a limited number of allied healthcare professionals (e.g., osteopaths, nurse practitioners), medical students, hospitals, clinics, and AIDS Service Organizations.

- On average, IAPAC professional members have HIV patient caseloads greater than 50, annually attend three medical conferences/symposia in the U.S. and overseas, and represent a cross-section of the HIV-treating community.
- 75% of all U.S. members are ranked among the "top antiretroviral agent prescribers" in the United States.
- 67% report that up to 25% of their HIV-positive patients are coinfecting with hepatitis C virus (HCV). Another 24% report that 25%–50% of their patients are coinfecting with HCV.

### CREDENTIALS

Physician ..... 95%  
Other Healthcare Professional ..... 5%

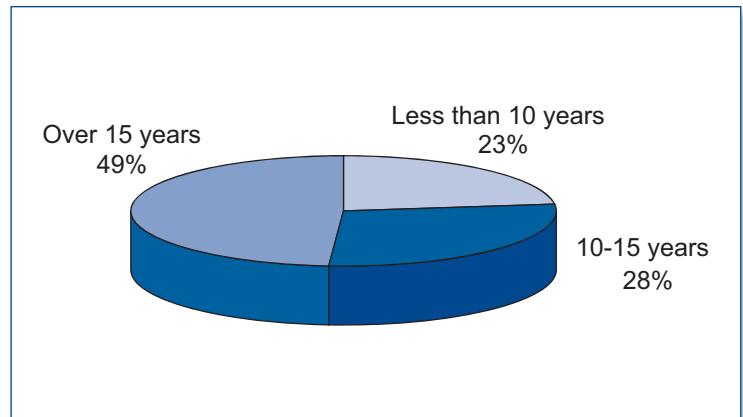
### GEOGRAPHIC BREAKDOWN

USA ..... 70%  
Europe ..... 15%  
ROW ..... 10%  
Canada ..... 5%

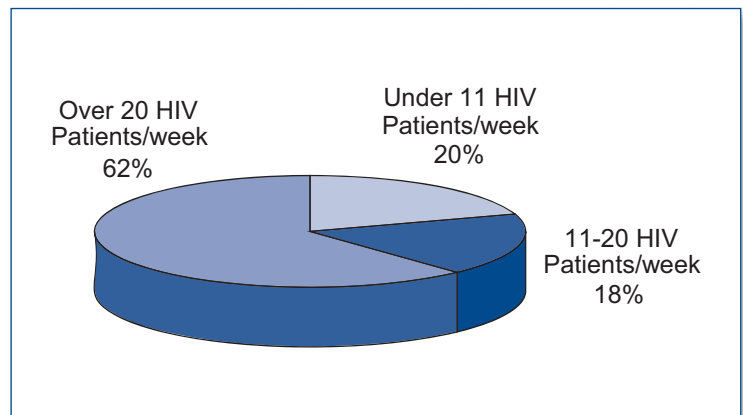
## BONUS DISTRIBUTION CALENDAR

ISSUE	CONFERENCE	DATE	LOCATION
September	ICAAC	September 17-20, 2007	Chicago, Illinois

### EXPERIENCE TREATING HIV PATIENTS



### HIV PATIENT LOAD



# JOURNAL OF THE INTERNATIONAL ASSOCIATION OF PHYSICIANS IN AIDS CARE

## CLOSING DATES – 2007

### March Issue

Space Reservations.....	1/9/2007
Ad Materials.....	1/16/2007
Pre-Printed Inserts.....	1/26/2007
Mail Date .....	2/13/2007

### June Issue

Space Reservations.....	4/20/2007
Ad Materials.....	4/24/2007
Pre-Printed Inserts.....	5/4/2007
Mail Date .....	5/22/2007

### September Issue

Space Reservations.....	7/9/2007
Ad Materials.....	7/16/2007
Pre-Printed Inserts.....	7/25/2007
Mail Date .....	8/10/2007

### December Issue

Space Reservations.....	10/19/2007
Ad Materials.....	10/23/2007
Pre-Printed Inserts.....	11/2/2007
Mail Date .....	11/20/2007

Cancellations not 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.

## ADVERTISING RATES – 2007

### B&W

Frequency	1x	4x	8x	12x
Full page	\$3,235	\$2,910	\$2,750	\$2,585
½ page	\$1,950	\$1,875	\$1,750	\$1,695
¼ page	\$1,350	\$1,300	\$1,225	n/a

**All subsequent PI pages:** Rate of \$2,500 per B/W page following any quantity of 4-color advertising pages.

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.

### COLOR RATES:

Additional Standard Color (Cyan, Magenta, Yellow), per ad, extra .....	\$1,000 per page or fraction
Additional Pantone Color, per ad, extra .....	\$1,250 per page or fraction
3 or 4 color, per ad, extra .....	\$2,500 per page or fraction

**AGENCY COMMISSION:** 15%

### COVER AND PREFERRED POSITION RATES (in addition to B/W rates):

Cover 2 .....	\$950
Cover 3 .....	\$750
Cover 3+4 .....	\$2,100
Cover 4 .....	\$1,450
Opposite TOC.....	\$750
Center Spread .....	\$750
Other specified positions .....	\$500

### INSERTS (BOUND):

#### RATES FOR FURNISHED INSERTS

Frequency	1x	4x	8x	12x
2 page	\$6,175	\$5,865	\$5,555	\$5,250
4 page	\$12,350	\$11,730	\$11,115	\$10,495
6 page	\$18,520	\$17,595	\$16,670	\$15,745
8 page	\$24,695	\$23,460	\$22,225	\$20,990

### PAYMENT TERMS:

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

## OTHER MARKETING OPPORTUNITIES

Please call for rates on any of the opportunities below.

### 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.

### 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!

### Supplements:

Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

## WEBSITE BANNER ADVERTISING

<http://jiapac.sagepub.com>

BANNER ADVERTISING	Advertiser Rate		Non-Advertiser Rate	
	6-month exposure	12-month exposure	6-month exposure	12-month exposure
<b>Home Page Banner – Rotating</b>	\$900	\$1,500	\$1,650	\$2,750
<b>Run of Site Banner – Rotating</b>	\$900	\$1,500	\$1,650	\$1,500

- 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.
- 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 e-mail alerts may be available. Please contact us for more information.

## MECHANICAL REQUIREMENTS

Trim Size: 8 <sup>1</sup>/<sub>8</sub>" w x 10 <sup>7</sup>/<sub>8</sub>" h  
Binding: Saddle-stitched

	<b>Non-Bleed</b>	<b>Bleed</b>
Full Page:	7" w x 10" h	8 <sup>3</sup> / <sub>8</sub> " w x 11 <sup>1</sup> / <sub>8</sub> " h
½ page horizontal:	7" w x 4 <sup>7</sup> / <sub>8</sub> " h	
½ page vertical:	3 <sup>3</sup> / <sub>8</sub> " w x 10" h	
¼ page vertical:	3 <sup>3</sup> / <sub>8</sub> " w x 4 <sup>7</sup> / <sub>8</sub> " h	

Live matter: ¼" from trim  
Linescreen: 133-150

### 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.

### 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. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow. If other colors are present in the file, then we will charge accordingly.

#### 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.

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

### INSERTS SPECIFICATIONS:

The advertiser must furnish the inserts complete and ready for binding. Before ordering printing, the advertiser should check with the publisher to determine quantity, mechanical requirements, and shipping instructions.

- All live copy should be no closer than ¼" from the trim.
- All inserts will either be tipped to one of the pages inside the journal (at front or back of signature) or be stapled in the center spread.
- 70# coated stock is the minimum weight and 110# coated stock is the maximum weight.

### Tipped-in Inserts:

All tipped inserts must be provided pre-trimmed to the sizes specified below.

- 2 page insert – 8 <sup>1</sup>/<sub>4</sub>" w x 10 <sup>7</sup>/<sub>8</sub>" h
- 4 page insert – 16 <sup>1</sup>/<sub>2</sub>" w x 10 <sup>7</sup>/<sub>8</sub>" h. Must be provided pre-folded in half.
- 8 page insert – 2 forms of 16 <sup>1</sup>/<sub>2</sub>" w x 10 <sup>7</sup>/<sub>8</sub>" h each. Must be provided pre-glued or pre-stapled.

Minimum size acceptable for tipped inserts: 5" w x 7" h

### Center Spread Inserts (only one available per issue – please call for availability)

Minimum of 4 page insert availability

- 4 page insert – 17 <sup>3</sup>/<sub>8</sub>" w x 11 <sup>1</sup>/<sub>8</sub>" h (pre-trimmed).  
Left side of form should be 8 <sup>1</sup>/<sub>2</sub>" (includes the <sup>1</sup>/<sub>8</sub>" for trim), right side of form should be 8 <sup>7</sup>/<sub>8</sub>" (includes the <sup>1</sup>/<sub>8</sub>" for trim & <sup>3</sup>/<sub>8</sub>" lip).
- 8 page insert – 2 forms of 17 <sup>3</sup>/<sub>8</sub>" w x 11 <sup>1</sup>/<sub>8</sub>" h. Supplied as above.

Keep live matter ¼" from trim.

## ADDRESSES & NUMBERS

### FOR DISPLAY AND CLASSIFIED ADVERTISING:

M.J. Mrvica Associates, Inc.  
Phone: (856) 768-9360  
E-mail: [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)

### FOR ARTWORK DELIVERY:

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)

### PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Mary Ruth  
CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: 800-635-7181 ext. 8077

### FOR SUPPLEMENT AND REPRINT SALES:

Bob Vrooman  
Commercial Sales Director  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7594  
Fax: (805) 499-8096  
E-mail: [robert.vrooman@sagepub.com](mailto:robert.vrooman@sagepub.com)