

NOW 6x
A YEAR!

JOURNAL OF THE INTERNATIONAL ASSOCIATION OF PHYSICIANS IN AIDS CARE

Official Journal of the International Association of Physicians in AIDS Care

I A P A C

battling complacency
advancing commitment



ADVERTISING RATES & SPECIFICATIONS
Effective January 2008

 SAGE Publications

GENERAL INFORMATION

FREQUENCY: Bi-monthly

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
Fax: (856) 753-0064
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:

8,190 (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.

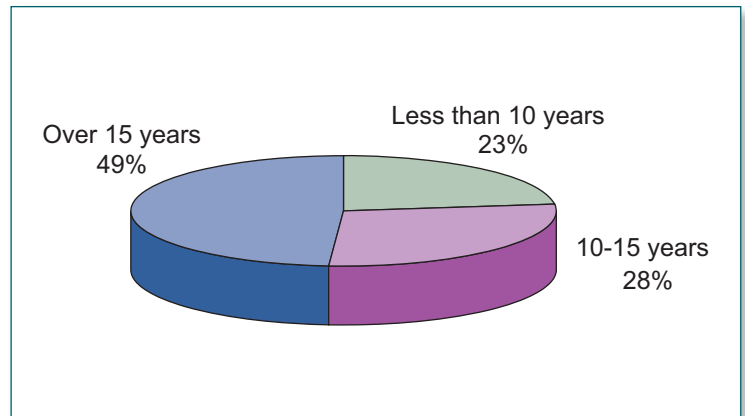
CREDENTIALS

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

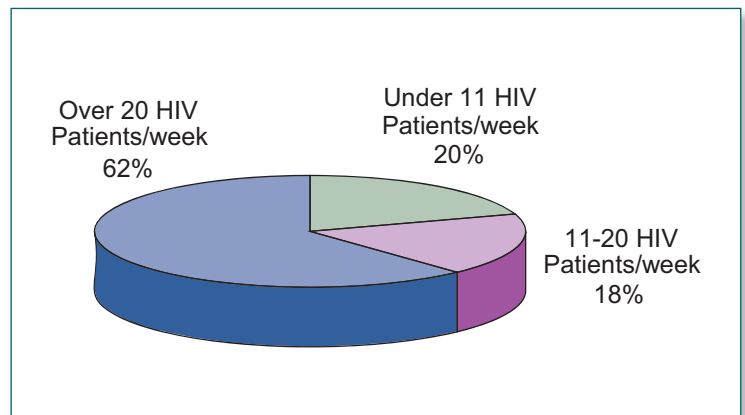
GEOGRAPHIC BREAKDOWN

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

EXPERIENCE TREATING HIV PATIENTS



HIV PATIENT LOAD



BONUS DISTRIBUTION CALENDAR

ISSUE	CONFERENCE	DATE	LOCATION
August	International AIDS Conference	August 3-8	Mexico City, Mexico

CLOSING DATES – 2008

February Issue

Space Reservations.....	12/7/2007
Materials Closing.....	12/12/2007
Inserts Due.....	12/21/2007
Mail Date.....	1/14/2008

April Issue

Space Reservations.....	2/8/2008
Materials Closing.....	2/13/2008
Inserts Due.....	2/22/2008
Mail Date.....	3/13/2008

June Issue

Space Reservations.....	4/14/2008
Materials Closing.....	4/19/2008
Inserts Due.....	4/29/2008
Mail Date.....	5/16/2008

August Issue

Space Reservations.....	6/9/2008
Materials Closing.....	6/13/2008
Inserts Due.....	6/23/2008
Mail Date.....	7/14/2008

October Issue

Space Reservations.....	9/12/2008
Materials Closing.....	9/17/2008
Inserts Due.....	9/26/2008
Mail Date.....	10/15/2008

December Issue

Space Reservations.....	10/13/2008
Materials Closing.....	10/17/2008
Inserts Due.....	10/27/2008
Mail Date.....	11/14/2008

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 – 2008

B&W

Frequency	1x	3x	6x	12x	24x
Full page	\$3,295	\$2,965	\$2,800	\$2,630	\$2,495
½ page	\$1,985	\$1,910	\$1,785	\$1,730	\$1,675
¼ page	\$1,375	\$1,320	\$1,245	n/a	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.

ONLINE ADVERTISING OPPORTUNITIES

<http://jiapac.sagepub.com>

BANNER ADVERTISING	3 months	6 months	12 months
Advertiser Rate	\$550	\$785	\$1,360
Non-Advertiser Rate	\$1,100	\$1,570	\$2,720

- Maximum of 3 banners will rotate at any given time.
- The pricing above applies to all banner sizes and locations.
- Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

AVAILABLE LOCATIONS/SIZES:

Home page square banner (1) – 140 x 140 pixels
Home page base banner (2) – 220 x 40 pixels
Content pages banner (2) – 170 x 60 pixels

E-TOC ALERT SPONSORSHIPS:

Sponsored e-TOC alerts may be available. Price for 1 issue sponsorship is equal to the earned 1x B/W 1 page print rate. Sponsor may include up to 40 words of text plus a logo and hyperlink.

MECHANICAL REQUIREMENTS

Trim Size: 8 1/8" w x 11 1/8" h
Binding: Perfect

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 3/8" w x 11 3/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim
Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. 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) 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: CD-ROM or e-mail. Please include a SWOP-certified proof 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 1/4" 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 1/4" w x 11 1/8" h

4 page insert – 16 1/2" w x 11 1/8" h. Must be provided pre-folded in half.

8 page insert – 2 forms of 16 1/2" w x 11 1/8" 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 3/8" w x 11 1/8" h (pre-trimmed).

Left side of form should be 8 1/2" (includes the 1/8" for trim), right side of form should be 8 7/8" (includes the 1/8" for trim & 3/8" lip).

8 page insert – 2 forms of 17 3/8" w x 11 1/8" h. Supplied as above.

Keep live matter 1/4" from trim.

ADDRESSES & NUMBERS

FOR DISPLAY AND CLASSIFIED ADVERTISING:

M.J. Mrvica Associates, Inc.
Phone: (856) 768-9360
Fax: (856) 753-0064
E-mail: 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

PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)

Ship To:

Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT SALES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 499-8096
E-mail: reprint@sagepub.com

FOR SUPPLEMENT SALES:

Carolyn Saenz
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (215) 279-7597
Fax: (805) 499-8096
E-mail: carolyn.saenz@sagepub.com