

NOW 10X
A YEAR!

REPRODUCTIVE SCIENCES

Official Journal of the Society for Gynecologic Investigation



ADVERTISING RATES & SPECIFICATIONS

Effective January 2008



REPRODUCTIVE SCIENCES

GENERAL INFORMATION

FREQUENCY:

10 times a year

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 Society for Gynecologic Investigation

COMMERCIAL SALES DIRECTOR:

Bob Vrooman, SAGE Publications

DESCRIPTION:

Reproductive Sciences provides cutting edge research on all aspects of reproductive biology. Published eight times per year, each issue of the Journal features peer-reviewed original research spanning the disciplines of perinatology, obstetrics, gynecology, reproductive endocrinology, infertility, gynecological oncology, and related fields. The Journal covers recent advances in the diagnosis and treatment of ovarian cancer, eclampsia, polycystic ovarian syndrome, endometriosis and other disorders. Original manuscripts are accepted from non-members as well as SGI members.

CIRCULATION: 1,080 Paid

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher's and society'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.

BONUS DISTRIBUTION:

ISSUE	CONFERENCE	DATES	LOCATION
February	Society for Gynecologic Investigation	March 26-29	San Diego, CA
April	American College of Obstetricians and Gynecologists	May 3-7	New Orleans, LA

SPECIAL MARKETING OPPORTUNITIES

- **Journal supplements** – Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.
- **Article reprints** – Reprints of articles pertinent to your company's mission serve as excellent marketing support materials for conference hand-outs, collateral sales material, and direct mail pieces.
- **Belly band** – Advertisement that wraps around middle of each issue.

Please contact the publisher for more information about any of these opportunities.

READERSHIP PROFILE

- Endocrinologists
- Gynecologists
- Gynecologic Oncologists
- Infertility Specialists
- Obstetricians
- Perinatologists
- Reproductive Biologists
- Reproductive Endocrinologists
- Physicians in related fields

Readership includes the heads of Ob/Gyn departments who train/direct obstetricians and gynecologists. These are the key thought leaders in the Ob/Gyn field who make broad decisions about prescription recommendations.

Readership also includes the managers in the reproductive science laboratories who make buying decisions for the equipment used in their labs.

REPRODUCTIVE SCIENCES

CLOSING DATES – 2008

January Issue

Space Reservations.....	11/16/2007
Materials Closing	11/21/2007
Inserts Due.....	11/30/2007
Mail Date	12/20/2007

February Issue

Space Reservations.....	12/14/2007
Materials Closing	12/19/2007
Inserts Due.....	12/28/2007
Mail Date	1/23/2008

March Issue

Space Reservations.....	1/14/2008
Materials Closing	1/18/2008
Inserts Due.....	1/28/2008
Mail Date	2/19/2008

April Issue

Space Reservations.....	2/22/2008
Materials Closing	2/27/2008
Inserts Due.....	3/7/2008
Mail Date	3/25/2008

May Issue

Space Reservations.....	3/18/2008
Materials Closing	3/24/2008
Inserts Due.....	4/3/2008
Mail Date	4/21/2008

July Issue

Space Reservations.....	5/19/2008
Materials Closing	5/23/2008
Inserts Due.....	6/2/2008
Mail Date	6/23/2008

September Issue

Space Reservations.....	7/15/2008
Materials Closing	7/21/2008
Inserts Due.....	7/31/2008
Mail Date	8/18/2008

October Issue

Space Reservations.....	8/18/2008
Materials Closing	8/22/2008
Inserts Due.....	9/1/2008
Mail Date	9/19/2008

November Issue

Space Reservations.....	9/15/2008
Materials Closing	9/19/2008
Inserts Due.....	9/29/2008
Mail Date	10/17/2008

December Issue

Space Reservations.....	10/21/2008
Materials Closing	10/27/2008
Inserts Due.....	11/6/2008
Mail Date	11/24/2008

Cancellations not accepted after closing dates for space 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	4x	8x	16x
Full page	\$1,065	\$1,020	\$970	\$920
½ page	\$745	\$715	\$680	\$645
¼ page	\$510	\$485	\$460	n/a

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 page/fraction, extra.....\$755
Additional Pantone Color, per page/fraction, extra\$960
3 or 4 color, per page/fraction, extra \$1,375

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover: Earned B&W rate + 25%
Inside Back Cover: Earned B&W rate + 15%
Back Cover: Earned B&W rate + 50%
Facing Table of Contents: Earned B&W rate + 15%
Facing First Text Page: Earned B&W rate + 15%
Other specified positions: Earned B&W rate + 10%

INSERTS (BOUND):

2 page insert – 2 times the earned B&W rate
4 page insert – 4 times the earned B&W rate
8 page insert – 8 times the earned B&W rate
Business reply cards – earned B&W rate

Outserts, loose inserts, gatefolds, tip-ins, and die cuts are available. Sample must be submitted to the Publisher for approval. Please call for rates.

PAYMENT TERMS

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

REPRODUCTIVE SCIENCES

MECHANICAL REQUIREMENTS

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

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 1/2" w x 11 1/4" h
½ page horizontal:	7" w x 5" h	
½ page vertical:	3 1/2" w x 10" h	
¼ page vertical:	3 3/8" w x 4 7/8" h	

Live matter: ½" 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 logon 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.

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 ¼" 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 5" x 7"

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.

ADDRESSES & NUMBERS

FOR ADVERTISING INQUIRY AND ARTWORK SUBMISSION:

Kirsten Beaulieu
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7160 • Fax: 805-499-8096
E-mail: advertising@sagepub.com

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

DELIVER 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 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

ONLINE ADVERTISING OPPORTUNITIES

<http://rs.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.