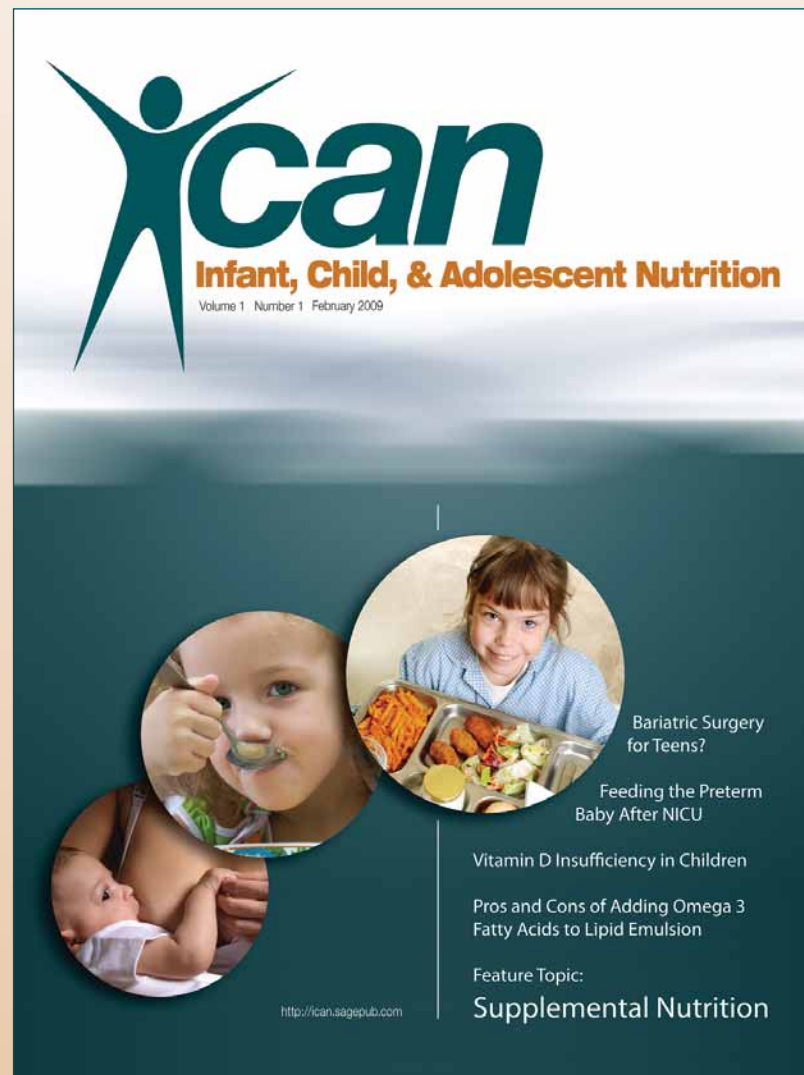


INFANT, CHILD, & ADOLESCENT NUTRITION



ADVERTISING RATES & SPECIFICATIONS

Effective January 2009



INFANT, CHILD, & ADOLESCENT NUTRITION

GENERAL INFORMATION

PUBLISHER:

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

FREQUENCY: 6x/year

EDITOR-IN-CHIEF:

Linda Heller, MS, RD, CSP, CLE
Children's Hospital of Los Angeles

ADVERTISING REPRESENTATIVE:

Diane Diamond
Leonard Media Group
415 Horsham Road, Horsham, PA 19044 USA
Phone: (215) 675-9133 ext. 205 • Fax: (215) 675-9376
E-mail: diane@leonardmedia.com

DESCRIPTION:

Infant, Child, & Adolescent Nutrition (ICAN) is a bimonthly journal that serves as a resource and forum for health care professionals involved in the nutritional care of children from birth through adolescence, providing practical information derived from research and practice. **ICAN** publishes articles translating original basic and clinical nutrition research for clinicians, evidence-based practice innovations, research reviews, commentaries relating to pediatric nutrition and eating behavior, case reports, roundtable discussions, practice tips, media reviews, and alerts to new sources of information for clinicians.

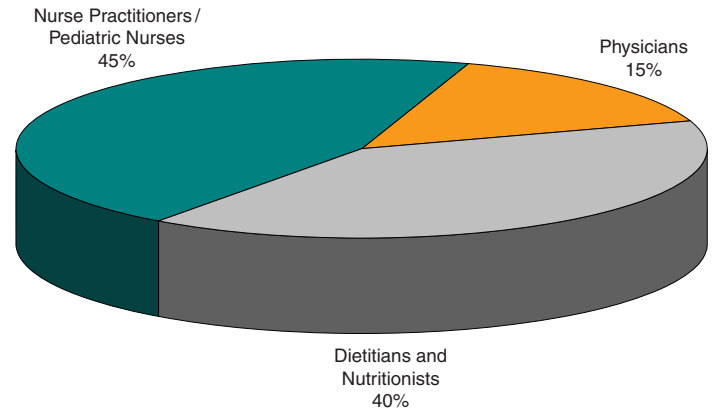
GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

All advertising is subject to the publisher'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:

- **Dietitians and nutritionists** in children's and general hospitals, outpatient facilities, schools and consulting practices
- **Nurse Practitioners/Pediatric Nurses**, including pediatric nurse practitioners, family nurse practitioners, neonatal nurse practitioners, children's hospital staff, home practice nurses, pediatric acute and critical care nurses, and school nurses
- **Physicians**, including pediatricians; pediatric specialists in gastroenterology, endocrinology, pulmonology, nephrology, and cardiology; and general and primary care practitioners

ICAN DISTRIBUTION



CLOSING DATES – 2009

February Issue

Space Reservations..... 12/16/2008
Ad Materials..... 12/22/2008
Pre-printed Inserts 1/7/2009
Mail Date 1/23/2009

April Issue

Space Reservations..... 2/24/2009
Ad Materials..... 3/2/2009
Pre-printed Inserts 3/11/2009
Mail Date 3/27/2009

June Issue

Space Reservations..... 4/20/2009
Ad Materials..... 4/25/2009
Pre-printed Inserts 5/6/2009
Mail Date 5/22/2009

August Issue

Space Reservations..... 6/19/2009
Ad Materials..... 6/25/2009
Pre-printed Inserts 7/8/2009
Mail Date 7/24/2009

October Issue

Space Reservations..... 8/23/2009
Ad Materials..... 8/28/2009
Pre-printed Inserts 9/9/2009
Mail Date 9/25/2009

December Issue

Space Reservations..... 10/20/2009
Ad Materials..... 10/23/2009
Pre-printed Inserts 11/4/2009
Mail Date 11/20/2009

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.

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ADVERTISING RATES – 2009

B&W

Frequency	1x	3x	6x	12x
1 page	\$1,750	\$1,680	\$1,600	\$1,520
½ page	\$1,225	\$1,175	\$1,120	\$1,060
¼ page	\$840	\$805	\$765	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 ad, extra\$825

Additional Pantone Color, per ad, extra \$1,050

3 or 4 color, per ad, extra \$1,500

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES:

(non-cancelable)

Inside Front Cover: Earned B&W rate + 35%

Inside Back Cover: Earned B&W rate + 25%

Back Cover: Earned B&W rate + 50%

Facing Table of Contents: Earned B&W rate + 30%

Other specified positions: Earned B&W rate + 15%

INSERTS (BOUND):

2 page insert – 3 times the earned black/white rate

4 page insert – 5 times the earned black/white rate

6 page insert – 6 times the earned black/white rate

8 page insert – 8 times the earned black/white rate

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

INSERT QUANTITY:

Please call prior to each issue because the quantity fluctuates.

PAYMENT TERMS:

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

2009 BONUS DISTRIBUTION

ISSUE	TOPIC	CONFERENCE	DATE	LOCATION
February	Nutritional Supplementation	Clinical Nutrition Week (ASPEN)	February 1-4, 2009	New Orleans, LA
April	Neonatal Intensive Care	National Association of Pediatric Nurse Practitioners (NAPNAP)	March 19-22, 2009	San Diego, CA
June	Gastroenterology / Breastfeeding	Digestive Disease Week (DDW)	May 30-June 4, 2009	Chicago, IL
		National Association of School Nurses (NASN)	June 25-28, 2009	Boston, MA
		International Lactation Consultant Association (ILCA)	July 22-23, 2009	Orlando, FL
August	Diabetes	American Association of Diabetes Educators (AADE)	August 5-8, 2009	Atlanta, GA
October	Weight Management / Obesity / Eating Disorders	American Academy of Pediatrics (AAP)	October 17-20, 2009	Washington, DC
		American Dietetic Association (ADA)	October 17-20, 2009	Denver, CO
December	Food Allergy			

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MECHANICAL REQUIREMENTS

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

	Non-Bleed	Bleed
Full Page	7" w x 10" h	8 5/8" w x 11 1/8" 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** proof (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.

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 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.

ADDRESSES & NUMBERS

FOR ALL ADVERTISING INQUIRIES:

Diane Diamond
Leonard Media Group
415 Horsham Road
Horsham, PA 19044 USA
Phone: (215) 675-9133 ext. 205
Fax: (215) 675-9376
E-mail: diane@leonardmedia.com

FOR 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

DELIVER PRE-PRINTED INSERTS:

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

Ship to:

Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8077

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

ONLINE ADVERTISING OPPORTUNITIES

<http://ican.sagepub.com>

Please refer to separate online advertising rate card.