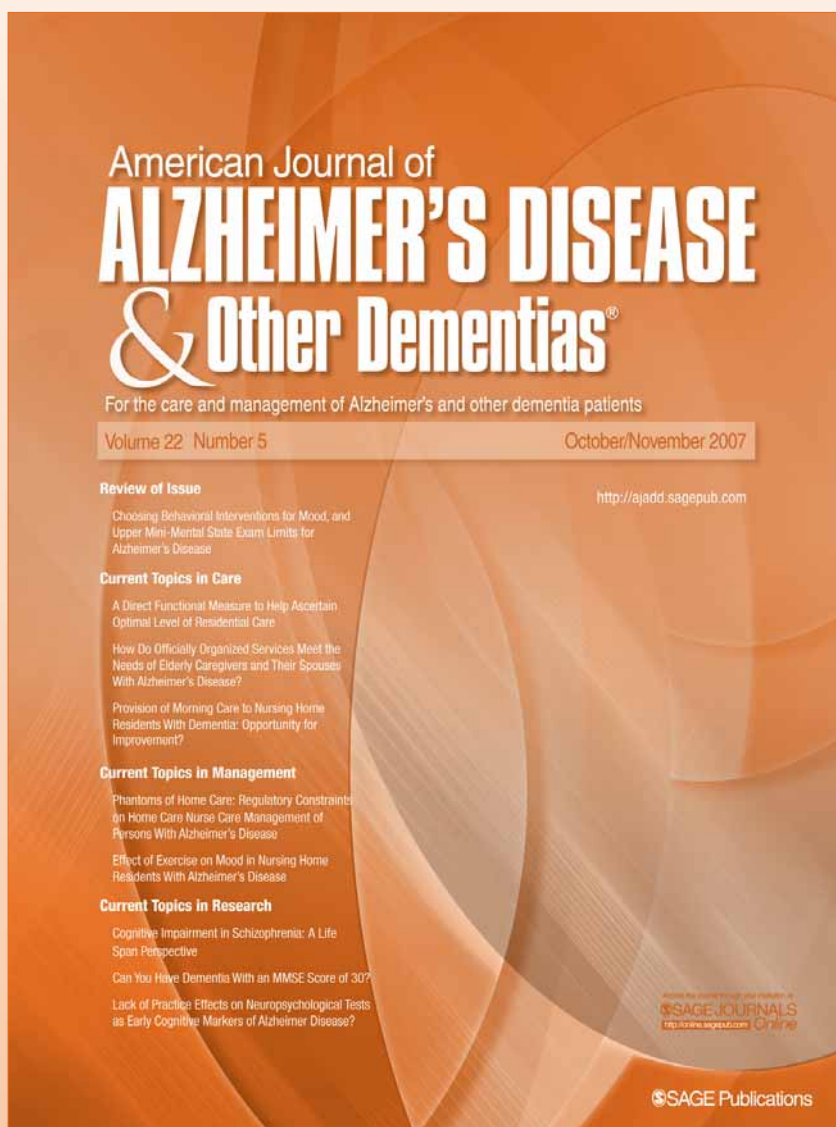


AMERICAN JOURNAL OF ALZHEIMER'S DISEASE & OTHER DEMENTIAS



ADVERTISING RATES & SPECIFICATIONS

Effective January 2009

GENERAL INFORMATION

FREQUENCY: 6 times/year

PUBLISHER:

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

COMMERCIAL SALES DIRECTOR:

Bob Vrooman, SAGE Publications

ADVERTISING REPRESENTATIVE (DISPLAY AND CLASSIFIED ADVERTISING):

M.J. Mrvica Associates, Inc.
Phone: 856-768-9360
Fax: 856-753-0064
E-mail: mjmrvica@mrvica.com

EDITORIAL:

American Journal of Alzheimer's Disease & Other Dementias (AJADD) is the first journal solely dedicated to Alzheimer's care, treatment, and research. Published since 1986, the **AJADD** is the leading journal of Alzheimer's and cognitive disability research. Internationally known, it is the journal of choice for health care professionals who deal with Alzheimer's patients and others who suffer from cognitive disability. Listed, indexed and abstracted in Index Medicus/MEDLINE.

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:

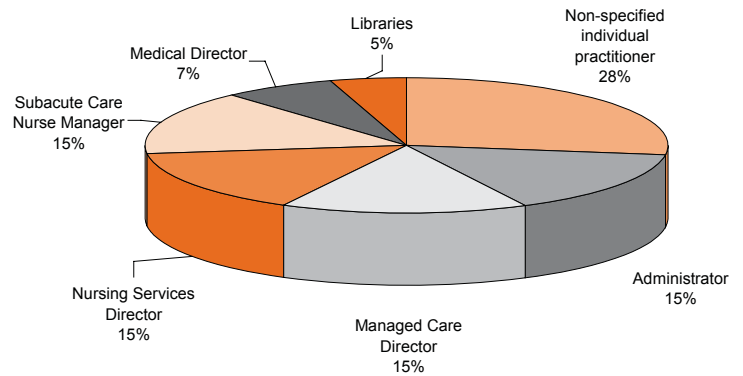
Issue	Conference	Dates	Location
February/ March	American Academy of Neurology (AAN)	April 25-May 2, 2009	Seattle, WA
April/May	American Psychiatric Association (APA)	May 16-21, 2009	San Francisco, CA
August/ September	American Psychiatric Nurses Association (APNA)	October 7-10, 2009	Charleston, SC

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



MARKET SIZE

- 4.5 million AD patients currently; 15 million expected by 2050
- 1,800 geriatric psychiatrists that deal with Alzheimer's patients
- 15,900 nursing homes
- Large percentage of neurologists make final diagnosis of AD
- Large percentage of family practice doctors deal with AD patients
- Large contingent of researchers working on AD and dementia

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CLOSING DATES – 2009

February/March Issue

Space Reservations.....	1/5/2009
Materials Closing.....	1/9/2009
Inserts Due.....	1/19/2009
Mail Date.....	2/6/2009

April/May Issue

Space Reservations.....	3/12/2009
Materials Closing.....	3/17/2009
Inserts Due.....	3/27/2009
Mail Date.....	4/15/2009

June/July Issue

Space Reservations.....	5/8/2009
Materials Closing.....	5/13/2009
Inserts Due.....	5/22/2009
Mail Date.....	6/11/2009

August/September Issue

Space Reservations.....	6/29/2009
Materials Closing.....	7/3/2009
Inserts Due.....	7/13/2009
Mail Date.....	8/3/2009

October/November Issue

Space Reservations.....	8/31/2009
Materials Closing.....	9/4/2009
Inserts Due.....	9/14/2009
Mail Date.....	10/5/2009

December/January Issue

Space Reservations.....	10/30/2009
Materials Closing.....	11/4/2009
Inserts Due.....	11/13/2009
Mail Date.....	12/4/2009

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.

ADVERTISING RATES – 2009

B&W

Frequency	1x	3x	6x	12x	24x
Full page	\$3,630	\$3,495	\$3,380	\$3,285	\$3,085
½ page	\$2,685	\$2,585	\$2,500	\$2,430	\$2,280
¼ page	\$1,725	\$1,660	\$1,605	n/a	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.....	\$1,095
Additional Pantone Color, per page/fraction, extra.....	\$1,395
3 or 4 color, per page/fraction, extra.....	\$1,995

Full color charges also apply to fractional pages.

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%
Facing First Text Page: Earned B&W rate + 15%
Other specified positions: Earned B&W rate + 15%

INSERTS (BOUND):

2 page insert – 3 times the earned B&W rate
4 page insert – 5 times the earned B&W rate
6 page insert – 6 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.

INSERT QUANTITY ESTIMATE:

We recommend that you call your representative prior to each issue because the quantity fluctuates for each issue.

PAYMENT TERMS:

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

ARTWORK SPECIFICATIONS

Trim Size: 8 1/4" w x 10 7/8" h

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 1/2" 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. 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 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:

M.J. Mrvica Associates, Inc.
2 West Taunton Ave., Berlin, NJ 08009 USA
Phone: 856-768-9360 • Fax: 856-753-0064
E-mail: mjmrsvica@mrsvica.com

FOR ARTWORK SUBMISSION:

Anna Gonda
SAGE Publications
2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-410-7772 • 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. 8145

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://ajadd.sagepub.com>

Please see separate rate card for online rates.