

COMPLEMENTARY HEALTH PRACTICE REVIEW

ADVERTISING RATES & SPECIFICATIONS

Effective January 2009

GENERAL INFORMATION

PUBLISHER AND EDITORIAL OFFICE:

SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA
Phone: 805-499-0721, Fax: 805-499-8096, URL: www.sagepub.com

FREQUENCY: 3 times/year

EDITORIAL:

Complementary Health Practice Review, an academic, peer-reviewed journal, is dedicated to publishing multi-disciplinary research and analytical commentary on innovative therapies being practiced in Western medicine. Topics and sections include News from Capitol Hill and the National Institutes of Health/National Center for Complementary and Alternative Medicine (NIH/NCCAM); herbal highlights; case reviews; research briefs; personal interviews; resources and research column; and book and video reviews.

READERSHIP:

The readership of **Complementary Health Practice Review** consists of health care professionals and practitioners who utilize complementary and alternative healing practices in their practices.

GENERAL POLICY:

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.

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 Inside Front Cover: Earned B&W rate + 25%
Other specified positions: Earned B&W rate + 15%

AGENCY COMMISSION: 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. Please call for rates.

COMBINATION DISCOUNT:

Advertisers may combine insertions in **Complementary Health Practice Review** with **Integrative Cancer Therapies** to obtain more favorable frequency rates.

PAYMENT TERMS:

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

ADVERTISING RATES – 2009

B & W

Frequency	1x	3x	6x	12x	24x
Full page	\$625	\$600	\$570	\$540	\$510
½ page	\$435	\$415	\$395	\$375	\$350
¼ page	\$300	\$285	\$270	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 ad, extra\$545
Additional Pantone Color, per ad, extra\$695
3 or 4 color, per ad, extra\$995

CLOSING DATES – 2009

ISSUE	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE	MAIL DATE
January	10/31/2008	11/5/2008	11/14/2008	12/4/2008
April	2/13/2009	2/18/2009	2/27/2009	3/19/2009
October	8/7/2009	8/12/2009	8/21/2009	9/10/2009

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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ARTWORK SPECIFICATIONS

Trim Size: 7" w x 10" h
177 mm w x 254 mm h

	Inches	Millimeters
Full page:	5 1/2" w x 8 3/4" h	139 mm w x 222 mm h
1/2 page horizontal:	5 1/2" w x 4 1/4" h	139 mm w x 107 mm h

Live matter: 1/4" (6 mm) 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 ADVERTISING INQUIRIES:

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 ARTWORK DELIVERY:

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://chpr.sagepub.com>

Please see separate rate card for online rates.