

# MEDICAL DECISION MAKING



The Official Publication of the Society for Medical Decision Making

## 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:** 6 times/year

#### EDITORIAL:

**Medical Decision Making** is a peer-reviewed journal which presents original articles and reviews on decision making as it applies to clinical practice, to establishment of health care policies, and to the administration of health care programs. Subject areas include measurement of health outcomes, cost effectiveness and health policy, article intelligence, computer-aided decision making and diagnosis, decision making education, and ethics.

#### READERSHIP:

The readership of **Medical Decision Making** consists of outcomes research specialists, medical informaticists, medical economists, physicians, nurses, and managed health-care administrators involved in health economics, technology assessment, outcomes research, or quality of life research.

#### 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.

### ADVERTISING RATES – 2009

#### B & W

Frequency	1x	3x	6x	12x	24x
1 page	\$820	\$785	\$745	\$705	\$665
½ page	\$655	\$625	\$595	\$565	\$530
¼ page	\$555	\$530	\$505	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..... \$650  
Additional Pantone Color, per ad, extra..... \$830  
3 or 4 color, per ad, extra..... \$1,190

#### 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.

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

### CLOSING DATES – 2009

ISSUE	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE	MAIL DATE
January/February	12/4/2008	12/9/2008	12/19/2008	1/7/2009
March/April	2/12/2009	2/17/2009	2/27/2009	3/18/2009
May/June	4/9/2009	4/14/2009	4/24/2009	5/13/2009
July/August	6/5/2009	6/10/2009	6/19/2009	7/10/2009
September/October	8/6/2009	8/11/2009	8/21/2009	9/9/2009
November/December	10/1/2009	10/6/2009	10/16/2009	11/4/2009

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.

# MEDICAL DECISION MAKING

## ARTWORK SPECIFICATIONS

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

	<b>Non-Bleed</b>	<b>Bleed</b>
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](http://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 AND ARTWORK DELIVERY:

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](mailto: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](mailto: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](mailto:carolyn.saenz@sagepub.com)

## ONLINE ADVERTISING OPPORTUNITIES

<http://mdm.sagepub.com>

*Please see separate rate card for online rates.*