

AMERICAN SOCIETY FOR PARENTERAL AND ENTERAL NUTRITION



ADVERTISING RATES & SPECIFICATIONS

Effective January 2009

REVISED



AMERICAN SOCIETY FOR PARENTERAL AND ENTERAL NUTRITION

GENERAL INFORMATION

The American Society for Parenteral and Enteral Nutrition (A.S.P.E.N.) is dedicated to improving patient care by advancing the science and practice of nutrition support therapy. Founded in 1976, A.S.P.E.N. is an interdisciplinary organization whose members are involved in the provision of clinical nutrition therapies, including parenteral and enteral nutrition. With more than 5,500 members from around the world, A.S.P.E.N. is a community of dietitians, nurses, pharmacists, physicians, scientists, students and other health professionals from every facet of nutrition support clinical practice, research and education.

A.S.P.E.N. supports its mission in a variety of ways. On a bi-monthly basis, A.S.P.E.N. publishes two highly respected journals, the **Journal of Parenteral and Enteral Nutrition (JPEN)** and **Nutrition in Clinical Practice (NCP)**. The association's annual meeting, Clinical Nutrition Week, is the only scientific and clinical conference dedicated to the research and clinical practice of nutrition support therapy. A.S.P.E.N. also publishes a variety of resources to drive safe, efficacious patient care, including Guidelines, Standards, publications, and continuing education programs. Through the A.S.P.E.N. Rhoads Research Foundation, A.S.P.E.N. supports innovation in advancing the science of nutrition support. The Society also works closely with other health care organizations to advance a patient-centered approach to nutrition care, and with government agencies about the optimal use of nutrition therapies.

JOURNAL OF PARENTERAL AND ENTERAL NUTRITION (JPEN)

JPEN is the premier scientific journal of nutrition support therapy and metabolic support. It publishes original peer-reviewed studies that define the cutting edge of basic and clinical research in the field. It also explores the science optimizing the care of patients receiving enteral or IV therapies. Also included: reviews, techniques, brief reports, case reports, and abstracts. **JPEN** is indexed by the following: PubMed, BIOSIS, Current Contents, Excerpta Medica, Reference Update, Research Alert, SciSearch, Silver Platter, and UMI.

FREQUENCY: 6 times/year

NUTRITION IN CLINICAL PRACTICE (NCP)

NCP is a peer-reviewed, interdisciplinary publication of A.S.P.E.N. **NCP** is ranked as the highest rated member benefit by A.S.P.E.N. members and publishes articles about the scientific basis and clinical application of nutrition and nutrition support. **NCP** contains peer-reviewed comprehensive reviews, clinical research, case observations, and other papers written by experts in the field of nutrition and health care practitioners involved in the delivery of specialized nutrition support.

NCP is indexed by PubMed (MEDLINE), Cumulative Index to Nursing and Allied Health Literature, International Nursing Index, International Pharmaceutical Index, Reference Update, Silver Platter, TOXLINE, and UMI.

FREQUENCY: 6 times/year

ADVERTISING RATES – 2009

B&W DISPLAY ADVERTISING RATES – 2009:

	1x	3x	6x	9x	12x
1 page	\$1,925	\$1,845	\$1,760	\$1,670	\$1,575
½ page	\$1,400	\$1,340	\$1,275	\$1,210	\$1,140
¼ page	\$1,100	\$1,055	\$1,005	n/a	n/a

COLOR RATES:

Additional Standard Color, per page/fraction, extra..... \$990

Additional Pantone Color, per page/fraction, extra\$1,260

3 or 4 Color, per page/fraction, extra\$1,800

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 + 10%

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.

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

Please call for rates.

CLASSIFIED/PROFESSIONAL ADVERTISING RATES – 2009:

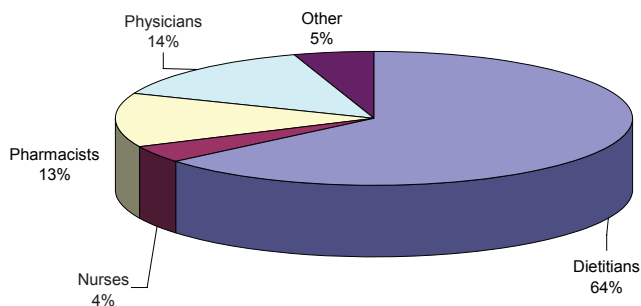
	1x	3x	6x	9x	12x
1 page	\$1,150	\$1,100	\$1,050	\$995	\$940
½ page	\$835	\$800	\$760	\$720	\$680
¼ page	\$655	\$625	\$595	n/a	n/a

* Same color rates apply to classified ads.

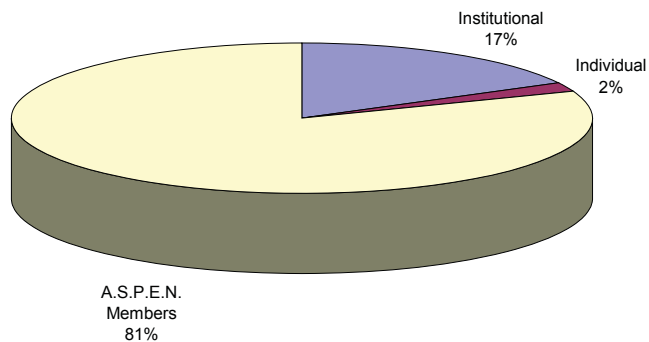
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READERSHIP

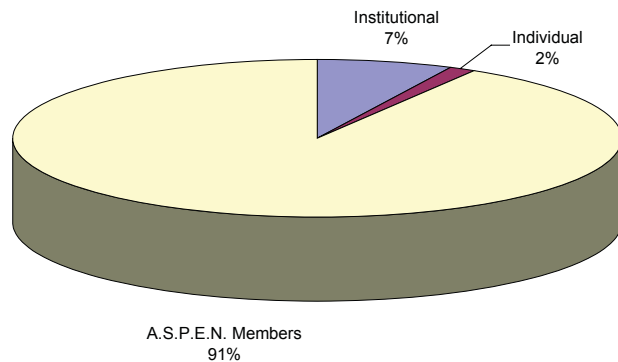
A.S.P.E.N. Membership



Journal of Parenteral and Enteral Nutrition Circulation Breakdown



Nutrition in Clinical Practice Circulation Breakdown



CLOSING DATES – 2009

JPEN:

Issue	Space Reservations	Materials Closing	Inserts Due	Mail Date
Jan/Feb	11/10/2008	11/14/2008	11/24/2008	12/1/2008
Mar/Apr	1/8/2009	1/13/2009	1/23/2009	2/11/2009
May/June	3/13/2009	3/18/2009	3/27/2009	4/16/2009
Jul/Aug	5/1/2009	5/6/2009	5/15/2009	6/5/2009
Sep/Oct	7/2/2009	7/7/2009	7/17/2009	8/5/2009
Nov/Dec	9/10/2009	9/15/2009	9/25/2009	10/14/2009

NCP:

Issue	Space Reservations	Materials Closing	Inserts Due	Mail Date
Feb/Mar	12/10/2008	12/15/2008	12/23/2008	1/19/2009
Apr/May	2/12/2009	2/17/2009	2/27/2009	3/18/2009
Jun/Jul	4/10/2009	4/15/2009	4/24/2009	5/14/2009
Aug/Sep	6/8/2009	6/12/2009	6/22/2009	7/13/2009
Oct/Nov	8/7/2009	8/12/2009	8/21/2009	9/10/2009
Dec/Jan	10/7/2009	10/12/2009	10/22/2009	11/10/2009

JPEN BONUS DISTRIBUTION:

Issue	Conference	Date	Location
Jan/Feb	Clinical Nutrition Week (ASPEN)	Feb 1-4, 2009	New Orleans, LA
May/June	Digestive Disease Week (DDW)	May 30-Jun 4, 2009	Chicago, IL
Sep/Oct	American Dietetic Association (FNCE)	Oct 17-20, 2009	Denver, CO

NCP BONUS DISTRIBUTION & EDITORIAL CALENDAR:

Issue	Theme	Conference	Date	Location
Feb/Mar	Prebiotics and Probiotics	Clinical Nutrition Week (ASPEN)	Feb 1-4, 2009	New Orleans, LA
Apr/May	Geriatric Nutrition	Digestive Disease Week (DDW)	May 30-Jun 4, 2009	Chicago, IL
Jun/Jul	Enteral Nutrition-State of the Art			
Aug/Sep	Parenteral Nutrition-State of the Art			
Oct/Nov	Complementary and Alternative Medicine Treatments	American Dietetic Assn (FNCE)	Oct 17-20, 2009	Denver, CO
Dec/Jan	Pulmonary Disease			

ONLINE ADVERTISING OPPORTUNITIES

JOURNAL OF PARENTERAL AND ENTERAL NUTRITION

<http://jpen.sagepub.com>

NUTRITION IN CLINICAL PRACTICE

<http://ncp.sagepub.com>

Please see separate rate card for online rates.

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ARTWORK SPECIFICATIONS

SIZES: *JPEN AND NCP*

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

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

REQUIREMENTS FOR SUBMISSION

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.

ADDRESSES & NUMBERS

FOR ADVERTISING INQUIRIES:

Diane Sherel
SAGE Publications
415 Horsham Road
Horsham, PA 19044
Phone: (215) 675-9133 x211 • Fax: (215) 675-9376
E-mail: diane.sherel@sagepub.com

FOR ARTWORK DELIVERY:

Kirsten Beaulieu
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160 • Fax: (805) 499-8096
E-mail: kirsten.beaulieu@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 x 8145

FOR REPRINT AND SUPPLEMENT INQUIRIES:

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