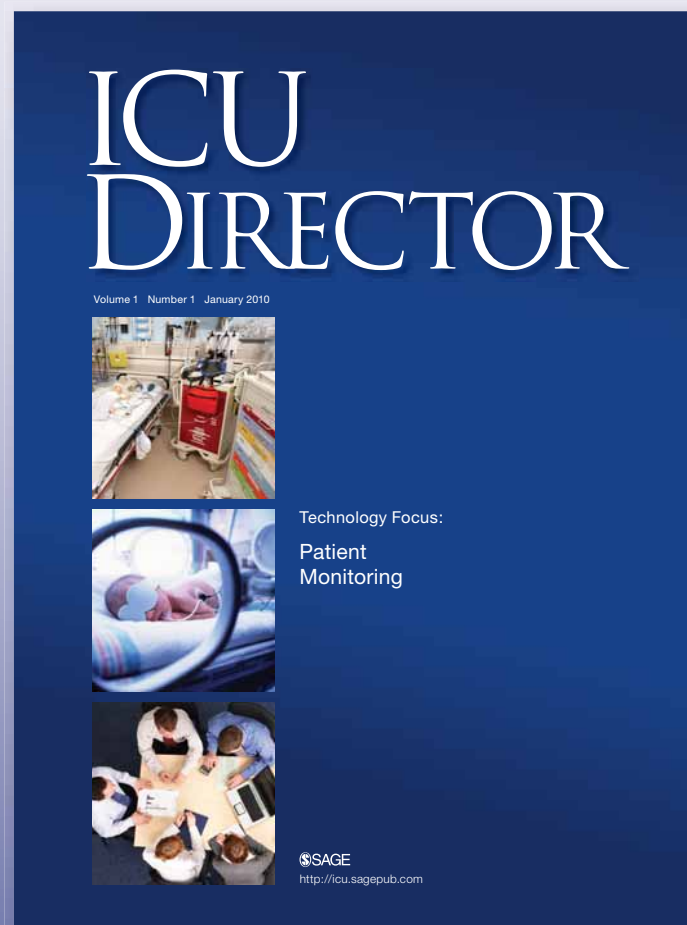


INAUGURAL ISSUE -
JANUARY 2010

ICU DIRECTOR



ADVERTISING RATES & SPECIFICATIONS

Effective January 2010

ICU DIRECTOR

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

EDITOR-IN-CHIEF:

Dani Hackner, MD, UCLA, Cedars Sinai Medical Center

ADVERTISING REPRESENTATIVE:

Brett Goldfine
SAGE Publications
415 Horsham Road
Horsham, PA 19044 USA
Phone: (215) 675-9133 x226
Fax: (215) 675-9376
E-mail: brett.goldfine@sagepub.com

DESCRIPTION:

ICU Director is a new resource for critical care unit directors, intensivists, and ICU managers, offering practical information regarding clinical management and unit operations. The journal addresses effective practice assurance; leadership enhancement and team-building; policy development; change implementation; financial planning, staff recruitment, development and retention; quality improvement, safety, and regulatory compliance. ICUD also publishes peer reviewed papers on clinical conditions and decisions that may have an impact on clinical outcomes, efficiency of ICU operations and management processes.

GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:

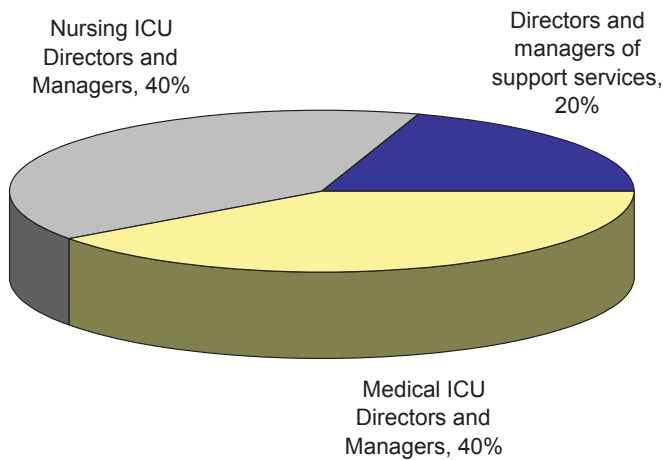
All advertising is subject to the publisher's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

READERSHIP PROFILE

The focus audience for **ICU Director** comprises medical and nursing directors. Secondary audiences will include hospital administrators, purchasing directors, and directors and managers of departments that support the ICU, such as the hospital pharmacy, respiratory care, laboratory, and radiology services.

- 40% Medical ICU Directors & Managers
- 40% Nursing ICU Directors & Managers
- 20% Directors and managers of support services (health system pharmacy, respiratory care, laboratory, radiology, physical therapy, et al.)

ICUD CIRCULATION BREAKDOWN



EDITORIAL AND BONUS DISTRIBUTION CALENDAR – 2010

ISSUE	TOPIC	CONFERENCE DISTRIBUTION
January	Patient Monitoring	Society of Critical Care Medicine January 9-13, 2010 Miami Beach, FL
March	Diagnostic Instrumentation and Equipment	
May	Temperature Monitoring	American Association of Critical Care Nurses May 15-20, 2010 Washington, DC
July	Data Management Systems/Informatics	
September	Sepsis and Infection Control	
November	Cardiopulmonary Resuscitation and Support	

ICU DIRECTOR

CLOSING DATES

January Issue

Space Reservations.....	11/16/2009
Materials Closing.....	11/20/2009
Inserts Due.....	11/30/2009
Mail Date.....	12/11/2009

March Issue

Space Reservations.....	1/15/2010
Materials Closing.....	1/20/2010
Inserts Due.....	1/29/2010
Mail Date.....	2/11/2010

May Issue

Space Reservations.....	3/19/2010
Materials Closing.....	3/24/2010
Inserts Due.....	4/2/2010
Mail Date.....	4/15/2010

July Issue

Space Reservations.....	5/21/2010
Materials Closing.....	5/26/2010
Inserts Due.....	6/4/2010
Mail Date.....	6/17/2010

September Issue

Space Reservations.....	7/16/2010
Materials Closing.....	7/21/2010
Inserts Due.....	7/30/2010
Mail Date.....	8/12/2010

November Issue

Space Reservations.....	9/17/2010
Materials Closing.....	9/22/2010
Inserts Due.....	10/1/2010
Mail Date.....	10/14/2010

Cancellations are not accepted after closing dates for reservations and must be submitted in writing.

Cancellations for reservations with premium positions (including but not limited to all covers and TOC positions) are not permitted during the term of the agreement.

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 – 2010

B&W

Frequency	1x	3x	6x	12x	24x
Full page	\$1,400	\$1,340	\$1,275	\$1,210	\$1,140
½ page	\$980	\$940	\$895	\$850	\$810
¼ page	\$670	\$640	\$610	n/a	n/a

All subsequent PI pages: Rate of \$2,500 per B/W page following any quantity of 4-color advertising pages.

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..... \$630

Additional Pantone Color, per ad, extra..... \$805

3 or 4 color, per ad, extra..... \$1,150

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES

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):

RATES FOR FURNISHED INSERTS

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

PAYMENT TERMS:

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

OTHER MARKETING OPPORTUNITIES

Please call for rates on any of the opportunities below.

Belly Bands: An exclusive way to place your message front and center with each journal reader. Belly bands allow your message to be the very first one seen by the readers.

Outserts (Product Samples, Brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity — only one advertising outsert permitted per issue!

Supplements: Peer-reviewed supplements to regular issues provide the ideal opportunity to educate the subscribers with information related to your company's mission.

ONLINE ADVERTISING OPPORTUNITIES

<http://icud.sagepub.com>

Please see separate rate card for online rates.

ICU DIRECTOR

ARTWORK SPECIFICATIONS

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

	Non-Bleed	Bleed
Full Page:	7" w x 10" h	8 3/8" 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. 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 5"x7"

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 DISPLAY AND CLASSIFIED ADVERTISING:

Brett Goldfine
SAGE Publications
415 Horsham Road
Horsham, PA 19044 USA
Phone: (215) 675-9133 x226
Fax: (215) 675-9376
E-mail: brett.goldfine@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: advertising@sagepub.com

PRE-PRINTED INSERTS:

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

Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT 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