

# CLINICAL PEDIATRICS

## ADVERTISING RATES & SPECIFICATIONS – Effective January 2010

### GENERAL INFORMATION



**PUBLISHER AND EDITORIAL OFFICE:**  
SAGE Publications, 2455 Teller Road,  
Thousand Oaks, California 91320 USA  
Phone: 805-499-0721, Fax: 805-499-8096,  
URL: www.sagepub.com

**FREQUENCY:** Monthly

**EDITORIAL:**  
**Clinical Pediatrics** is a practice-oriented journal dealing with clinical research, behavioral and educational problems, community health issues, and subspecialty or affiliated specialty applications to pediatric practice.

#### GENERAL POLICY ON ACCEPTANCE OF

#### ADVERTISING:

All advertising is subject to the publisher's and college'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:

Pediatricians, family practitioners, general practitioners, pediatric psychologists, pediatric surgeons, internists, medical libraries, hospitals, clinics, research institutions and clinical investigators.

### ADVERTISING RATES – 2010

#### B & W

Frequency	1x	3x	6x	12x	24x
1 page	\$1,195	\$1,145	\$1,090	\$1,035	\$975
½ page	\$835	\$800	\$760	\$720	\$680
¼ page	\$570	\$545	\$520	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.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

#### COLOR RATES:

a. Standard color:	\$705
b. Pantone color:	\$885
c. 4 Color:	\$1,180

#### 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 Article:	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 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

#### PAYMENT TERMS:

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

**SPECIAL ISSUES:** Symposia and Colloquia.

### OTHER MARKETING OPPORTUNITIES

- Belly bands – Advertisement that wraps around middle of each issue.
- Outserts – Place your brochure or a CD-ROM in the polybag of the journal and into the hands of our subscribers.
- 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.

Please contact the Publisher for more information about any of these opportunities.

### CLOSING DATES – 2010

ISSUE	SPACE RESERVATIONS	ADVERTISING ARTWORK	PRE-PRINTED INSERTS	MAIL DATE
January	10/23/2009	10/28/2009	11/6/2009	11/30/2009
February	12/7/2009	12/11/2009	12/21/2009	1/13/2010
March	12/24/2009	12/29/2009	1/8/2010	2/1/2010
April	1/29/2010	2/3/2010	2/12/2010	3/8/2010
May	3/4/2010	3/9/2010	3/19/2010	4/7/2010
June	3/26/2010	3/31/2010	4/9/2010	4/29/2010
July	4/28/2010	5/3/2010	5/13/2010	6/2/2010
August	5/28/2010	6/2/2010	6/11/2010	7/2/2010
September	6/23/2010	6/28/2010	7/8/2010	7/28/2010
October	7/28/2010	8/2/2010	8/12/2010	8/31/2010
November	8/27/2010	9/1/2010	9/10/2010	10/1/2010
December	9/24/2010	9/29/2010	10/8/2010	10/28/2010

Insertions made after printed space reservation deadline are non-cancelable.

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

Binding: Perfect Bound  
Trim Size: 8 3/8" w x 10 7/8" h

	<b>Non-Bleed</b>	<b>Bleed</b>
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	

Live matter: ¼" 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 ¼" 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 ¼" 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 AND 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](mailto:advertising@sagepub.com)

### PRE-PRINTED INSERTS:

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

Ship to:  
Mary Heiliger  
Sheridan Press  
450 Fame Avenue, Hanover, PA 17331 USA  
Phone: 800-635-7181 ext. 8145

### 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](mailto:reprint@sagepub.com)

## ONLINE ADVERTISING OPPORTUNITIES

<http://clp.sagepub.com>

*Please see separate rate card for online rates.*