

# MEDICAL DECISION MAKING



The Official Publication of the Society for Medical Decision Making

## ADVERTISING RATES & SPECIFICATIONS

Effective January 2011

### 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.

### ADVERTISING RATES – 2011

#### B & W

Frequency	1x	3x	6x	12x	24x
1 page	\$865	\$830	\$790	\$750	\$705
½ page	\$690	\$660	\$630	\$595	\$560
¼ page	\$585	\$560	\$530	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:

Standard color:.....	\$755
Pantone color:.....	\$945
4 Color:.....	\$1,260

#### 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 – 2011

ISSUE	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
January/February	12/08/2010	12/13/2010	12/20/2010
March/April	02/10/2011	02/15/2011	02/22/2011
May/June	04/11/2011	04/15/2011	04/22/2011
July/August	06/01/2011	06/06/2011	06/13/2011
September/October	08/05/2011	08/10/2011	08/17/2011
November/December	09/29/2011	10/04/2011	10/11/2011

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.

#### 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.

# MEDICAL DECISION MAKING

## BANNER ADVERTISING ON JOURNAL WEBSITE

http://mdm.sagepub.com

### HOME PAGE:

The screenshot shows the journal's home page with a navigation bar at the top. A red banner at the top left is labeled '728 x 90'. Below it is the journal title 'JOURNAL TITLE'. A sidebar on the left contains a 'JOURNAL COVER' section. On the right side, there is a vertical red banner labeled '160 x 600'. The main content area features a 'Review of Educational Research' article with a 'Content Block' and a 'Journal Announcement' at the bottom left.

### INTERNAL PAGES:

The screenshot shows an internal article page. A red banner at the top left is labeled '728 x 90'. Below it is the journal title 'JOURNAL TITLE'. The main content area features an article titled 'Prospective ipsum dolor sit amet, consectetur adipiscing elit.' with authors 'Eiji Koada, MD, PhD\*, Kazuaki Yamada, MD, PhD\*, Hiroaki Azuma, MD, PhD†, Yoshiko Tanaka, PhD, RPT\*, and Takanori Yagi, MD, PhD§'. The article includes an abstract, keywords, and footnotes. On the right side, there is a vertical red banner labeled '160 x 600'. The page also includes a 'Table of Contents' and a 'Current Issue' section.

Banner Type	Exclusive or Rotating	Location	Size	3 Month Rate		6 Month Rate		12 Month Rate	
				Advertiser	Non-Advertiser	Advertiser	Non-Advertiser	Advertiser	Non-Advertiser
<b>Banner 1: Leaderboard</b>	Rotate with no more than 2 other banners	Top of home page and top of interior pages	728 x 90	\$1,900	\$3,800	\$3,500	\$7,000	\$6,000	\$12,000
<b>Banner 2: Wide Skyscraper</b>	Rotate with no more than 2 other banners	Right Side of Home page and interior pages	160 X 600	\$1,375	\$2,750	\$2,200	\$4,400	\$3,850	\$7,700

- Advertiser rates apply to those companies advertising 3 or more times in the print journal during the current calendar year.
- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.

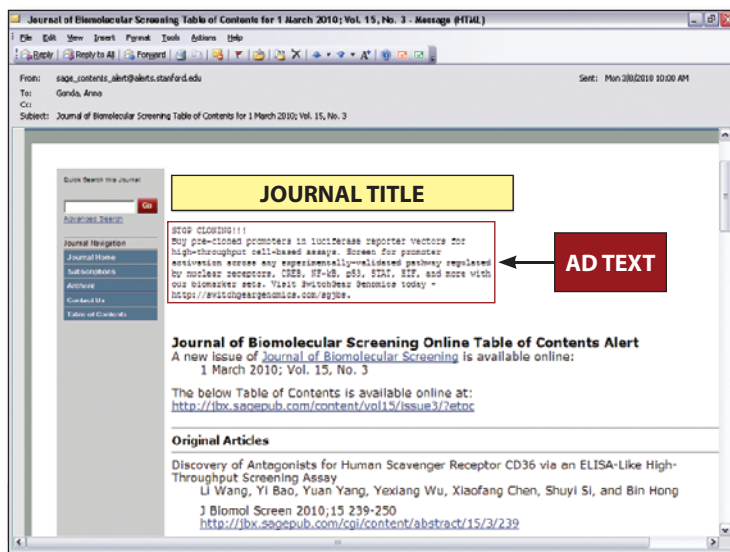
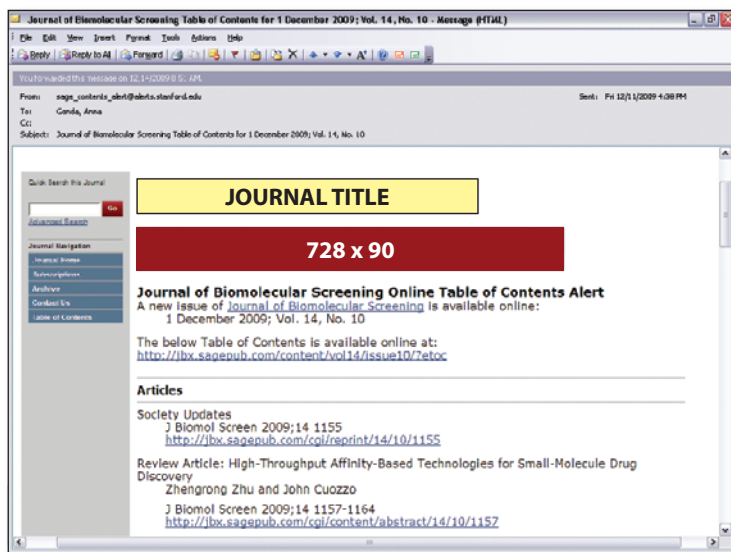
### BANNER AD SPECIFICATIONS:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Expandable banners may be accepted. Please inquire
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement

# MEDICAL DECISION MAKING

## E-TOC SPONSORSHIP

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.



e-TOCs	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850
Text ad	Up to 40 words plus logo	\$1,500	\$1,400	\$1,200	\$1,000

### BANNER AD SPECIFICATIONS FOR E-TOC:

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement

## OTHER MARKETING OPPORTUNITIES

**Belly bands / Cover tips:** An exclusive way to place your message front and center with each journal reader. Belly bands and cover tips 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!

**Reprints:** Reprints of articles can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.

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

# 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:

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)

### 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 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)