DYNAMIC LOGIC, ASSESSING AD IMPACT 2009
http://www.magazine.org/advertising/accountability/assessing-ad-impact.aspx

- Print publications provide the highest ROI of any individual medium
- The most effective combination of media always includes print
- If choosing only one medium, print provides the best return
- Adding online increases overall media buy impact by as much as 33%
- An integrated buy increases purchase intent by 56%
- An integrated buy increases brand favorability by 60%

MARKETING TIPS AND STATISTICS

READEX RESEARCH®, SUMMARY OF AD EFFECTIVENESS STUDIES, 2010

- Ads in print publications seen and read more strongly than ever
- Print ads still prompting reader action as high or higher than in previous years
  - In 2010, 69% of readers reported that they saw a 1 pg/4C ad, up from 65% in 2006
  - In 2010, 25% of readers actually read the ad, up from 23% in 2006
  - In 2010, 34% of readers responded to ads or plan to respond, up from 27% in 2006
- Ad location in publications has no discernable effect on readership of ad
- Larger and color ads increase readership
  - 30% more respondents read 1 page ads than ½ page ads
  - 28% more respondents read 4/C ads vs. B/W ads.
- Content of ad more important than position

INCENTIVE DISCOUNT

Advertisers reserving print and online together may take a 5% discount across the entire campaign.
BOTH JBS AND JALA NOW PUBLISHED BY SAGE!

Effective January 1, 2012, SAGE will be the publisher of both the Journal of Biomolecular Screening (JBS) and the Journal of Laboratory Automation (JALA). Both journals are retaining their distinct readerships and focus, although there is overlap among the readerships, and they both are official journals of SLAS.

This will allow for convenient “one-stop shopping” when planning your media schedules for the drug discovery, automation, and screening markets.

We are also offering advertisers the opportunity to combine insertions across both publications to earn higher frequency rates.

ABOUT SLAS

The membership of SLAS comprises academic, industrial and government scientists, engineers and informatics professionals, and science and technology focused product development, marketing and sale specialists — all of whom share a common interest in advancing their understanding and expertise in laboratory technology and science. Members of the Society are scientists who conduct research and develop new technologies to increase productivity, elevate data quality, reduce lab process cycle times or enable experimentation that otherwise would be impossible.

SLAS has a strong presence in the scientific market segment of drug discovery, including the disciplines of drug discovery testing (library management, screening, assay development, data management, automation, etc.), system integration and miniaturization technologies.

SLAS has a moderate to small presence in the (listed alphabetically) clinical diagnostics, consumer products, drug development, food and agriculture, forensics and security, and energy and petrochemical segments; and in the disciplines of bioanalytical testing, biological sampling techniques, pharmacological testing, informatics, molecular diagnostics, process analytical technology, and scientific imaging technology.

Within SLAS there are two membership sections (areas of primary interest). Some members belong to one; some members belong to both.

- **Biomolecular Sciences Section**
  This section serves to advance SLAS with respect to the science and technology of drug discovery and the use and development of biomolecular screening technology.

- **Laboratory Automation Section**
  This section serves to advance SLAS by furthering science and education related to laboratory automation, and in particular by encouraging and advancing the study and improving the practice of laboratory automation.

ABOUT THE JOURNALS

The Journal of Biomolecular Screening (JBS) is the leading peer-reviewed journal focusing on drug discovery sciences. JBS publishes information that enables researchers to evaluate current technologies and incorporate applications to enhance performance and objectives. Manuscripts and editorial commentary emphasize scientific and technical applications and advances in target identification/validation; lab automation and robotics; high-throughput screening (HTS); lead generation/optimization; virtual screening, chemoinformatics; diagnostic assays; assay development; assay technologies (novel applications, comparisons); data/image analysis, statistics and information technologies/methods; high content screening, imaging platforms; sample management (library design, compound logistics, chemical diversity); biological reagent production, characterization and management for drug discovery (cell lines, stem cells, surrogate tissues/species [xenopus, zebrafish, yeast]); genomic, proteomic screening; biomarkers; high throughput approaches to PK, ADME and predictive toxicology; legal, licensing issues.

JBS Manuscript abstracts are indexed by MEDLINE, Biomolecular Interaction Network Database (BIND), BIOSIS database, BIOSIS Previews, Biotechnology Citation Index, Chemical Abstracts, Current Contents: Life Sciences, Elsevier BIOBASE/Current Awareness in Biological Sciences, EMBASE/Excerpta Medica, EM Biology, Index Medicus, Prous Science Integrity, Science Citation Index Expanded (Web of Science), and Scopus.

**FREQUENCY:** 10 TIMES/YEAR  
**PRINT CIRCULATION:** 1,500

The Journal of Laboratory Automation (JALA) is a multi-disciplinary international forum devoted to the advancement of technology in the laboratory. It is an official, peer-reviewed journal of the Society for Laboratory Automation and Screening, and provides a unique forum for the presentation of method-focused scientific papers and related news and product announcements.

JALA authors, readers and reviewers are academic, commercial and government researchers, scientists and engineers who conduct research and develop new technologies to increase productivity, elevate data quality, reduce lab process cycle times or enable experimentation that otherwise would be impossible.

JALA manuscript abstracts are indexed by MEDLINE, Analytical Abstracts, Biological Abstracts, BIOSIS Previews, Chemical Abstracts (CAS+), CINAHL, Compendex, EMBASE / Excerpta Medica, Google Scholar, Inspec, Journal Citation Reports/Science Edition, Proquest CSA Technology Research Database, Science Citation Index Expanded (also known as SciSearch), SciFinder, Scirus, and Scopus.

**FREQUENCY:** 6 TIMES/YEAR  
**PRINT CIRCULATION:** 1,025
MEMBERSHIP DEMOGRAPHIC

Other demographics for the entire SLAS membership
- 69% are from the U.S. and Canada / 31% are from throughout the rest of the world
- 47% have doctorate degrees / 17% have master degrees / 22% have bachelor degrees
- Top 3 fields/areas of interest identified include liquid handling (30%), pharmacogenomics (22%) and information technology for the laboratory (11%).
- Top 2 work sectors identified include drug development (44%) and technology provider or integrator (39%).
- Top 5 job titles identified include scientist/engineer/researcher (31%), manager/dept. head (9%), president/ceo (8%), administrative (8%) and vice president (5%).

WHAT DO SLAS MEMBERS PURCHASE?

Readers make significant annual investments in technology (particularly automated systems, robotics, instrumentation, hardware, software and labware) that support automated research initiatives in their laboratories. Note that in many cases, suppliers who design and develop solutions and need to reach this market also are scientists and active members of SLAS.

SLAS membership - Both Sections

WHAT DO SLAS MEMBERS PURCHASE?

Readers make significant annual investments in technology (particularly automated systems, robotics, instrumentation, hardware, software and labware) that support automated research initiatives in their laboratories. Note that in many cases, suppliers who design and develop solutions and need to reach this market also are scientists and active members of SLAS.

SLAS membership - Both Sections
Screening Target Validation Epigenetics Stem Cell Biology Stem Cells as Model Systems Pharmacodynamic Biomarker Assays RNA Interference

Business Area

Purchase equipment Recommend equipment purchases Review possible new equipment None of these Don't know

Plans To Purchase
- 63% have taken action as a result of seeing ads in the past 12 months
- 87% have purchasing influence at their organizations
ADVERTISING RATES – 2012

DISPLAY AND CLASSIFIED:

B&W

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>10x</th>
<th>20x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,740</td>
<td>$1,685</td>
<td>$1,555</td>
<td>$1,470</td>
<td>$1,385</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,215</td>
<td>$1,175</td>
<td>$1,085</td>
<td>$1,025</td>
<td>$965</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$940</td>
<td>$910</td>
<td>$840</td>
<td>$790</td>
<td>n/a (classified only)</td>
</tr>
</tbody>
</table>

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:

4-Color charge (in addition to B&W rate above)...............................$1,210

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 + 25%
- 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. Sample must be submitted to the Publisher for approval. Please call for rates.

INSERT QUANTITY:

Please call prior to each issue because the quantity fluctuates.

PAYMENT TERMS:

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

SPECIAL BOOKING INCENTIVE

We are also offering advertisers the opportunity to combine insertions across both publications to earn higher frequency rates.

CLOSING DATES – 2012

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>MATERIALS DUE</th>
<th>INSERTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>1/13/2012</td>
<td>1/18/2012</td>
<td>1/25/2012</td>
</tr>
<tr>
<td>April</td>
<td>2/15/2012</td>
<td>2/20/2012</td>
<td>2/27/2012</td>
</tr>
<tr>
<td>June</td>
<td>4/16/2012</td>
<td>4/20/2012</td>
<td>4/27/2012</td>
</tr>
<tr>
<td>July</td>
<td>5/16/2012</td>
<td>5/21/2012</td>
<td>5/28/2012</td>
</tr>
<tr>
<td>August</td>
<td>6/15/2012</td>
<td>6/20/2012</td>
<td>6/27/2012</td>
</tr>
<tr>
<td>September</td>
<td>7/16/2012</td>
<td>7/20/2012</td>
<td>7/27/2012</td>
</tr>
<tr>
<td>October</td>
<td>8/16/2012</td>
<td>8/21/2012</td>
<td>8/28/2012</td>
</tr>
<tr>
<td>December</td>
<td>10/17/2012</td>
<td>10/22/2012</td>
<td>10/29/2012</td>
</tr>
</tbody>
</table>

Insertions made after the 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.

HIGH-IMPACT PRINT ADVERTISING

- **Cover tips** - An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** - Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** - Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

EDITORIAL CALENDAR/BONUS DISTRIBUTION

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Theme</th>
<th>Conference Distribution</th>
<th>Dates 2012</th>
<th>Location</th>
<th>Value-Added Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Special Issue on Epigenetic-Targeted Drug Discovery / Analytical and Preparative Instrumentation</td>
<td>Society for Laboratory Automation &amp; Screening (SLAS)</td>
<td>February 4-8</td>
<td>San Diego, CA</td>
<td>Free Counter Cards to advertisers 1/2 page and larger</td>
</tr>
<tr>
<td>February</td>
<td>High-Content Screening: Imaging, Analysis and Application</td>
<td>Society for Laboratory Automation &amp; Screening (SLAS)</td>
<td>February 4-8</td>
<td>San Diego, CA</td>
<td>Free Ad Perception Reader Survey for all 1/2 page and larger</td>
</tr>
<tr>
<td>March</td>
<td>Screening Robotics and Automation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Microplates, Assay Reagents, Screening Consumables and Kits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Software, Databases and Information Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Analytical and Preparative Instrumentation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>August</td>
<td>High-Content Screening: Imaging, Analysis and Application</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
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<td></td>
</tr>
<tr>
<td>October</td>
<td>Microplates, Assay Reagents, Screening Consumables and Kits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Outsourcing and Contract Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## ADVERTISING RATES – 2012

**DISPLAY AND CLASSIFIED:**

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,415</td>
<td>$1,355</td>
<td>$1,290</td>
<td>$1,225</td>
<td>$1,160</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,060</td>
<td>$1,015</td>
<td>$965</td>
<td>$915</td>
<td>$865</td>
</tr>
<tr>
<td>¼ page</td>
<td>$675</td>
<td>$645</td>
<td>$615</td>
<td>n/a</td>
<td>n/a</td>
</tr>
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</table>

(classified only)

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**COLOR RATES:**

4-Color charge (in addition to B&W rate above)................................. $925

**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%
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**INSERT QUANTITY:**

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**PAYMENT TERMS:**

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<td>2/15/2012</td>
<td>2/20/2012</td>
<td>2/27/2012</td>
</tr>
<tr>
<td>August</td>
<td>6/14/2012</td>
<td>6/18/2012</td>
<td>6/25/2012</td>
</tr>
<tr>
<td>October</td>
<td>8/15/2012</td>
<td>8/20/2012</td>
<td>8/27/2012</td>
</tr>
<tr>
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## EDITORIAL CALENDAR / BONUS DISTRIBUTION CALENDAR

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<th>Location</th>
<th>Value-Added Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Application Areas</td>
<td>Society for Laboratory Automation and Screening (SLAS)</td>
<td>February 4-8</td>
<td>San Diego, CA</td>
<td>Free Counter Cards to advertisers 1/2 page and larger</td>
</tr>
<tr>
<td>April</td>
<td>Automated Systems</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Instrumentation and Hardware</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Labware, Lab Supplies and Microplates</td>
<td></td>
<td></td>
<td></td>
<td>Free Ad Perception Reader Survey for all 1/2 page and larger advertisers</td>
</tr>
<tr>
<td>October</td>
<td>Informatics and Computing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Lab Automation Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**ONLINE / DIGITAL ADVERTISING**

**JOURNAL WEBSITES:**

Journal of Biomolecular Screening - http://jbx.sagepub.com

Journal of Laboratory Automation - http://jala.sagepub.com

**HOME PAGE:**

- **Banner 1:** Leaderboard (728 x 90) ................................................ $85 CPM
- **Banner 2:** Skyscraper (160 X 600) ........................................... $85 CPM
- **Banner 3:** Title Banner (234 X 60) ........................................ $75 CPM
- **Banner 4:** Banner Tile (160 x 140) ........................................ $50 CPM

Minimum buy: 10,000 impressions per month per banner

- 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 advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

**INTERNAL PAGES:**

- **Banner 1:** Leaderboard (728 x 90)
- **Banner 2:** Skyscraper (160 X 600)
- **Banner 3:** Title Banner (234 X 60)
- **Banner 4:** Banner Tile (160 x 140)

**ONLINE ADVERTISING RATES**

**BANNER AD SPECIFICATIONS**

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

**HIGH-IMPACT ONLINE ADS**

Expandable ads, roadblocks and other rich media ads may be available. Please contact us for availability.
**MOBILE WEBSITE**
Each SAGE journal’s website has a complementary mobile website, optimized for smaller mobile screens.

*Please contact your sales representative for more information about advertising opportunities.*

**MOBILE APPLICATION**
Only available for certain journals.

*Please contact your sales representative for more information about advertising opportunities.*

**MICROSITES**
SAGE offers our industry partners the opportunity to collaborate with us in the development of microsites on specific topics pertinent to their businesses and product lines.

These sites will become destination sites for any practitioners seeking information on the specific topic. Information included on the microsites:

- The most relevant journal content from all of SAGE’s journals
- Feature article highlighted
- Links and related content provide by the sponsor
- “About the Sponsor” section
- Leaderboard banner for the sponsor

SAGE will host and update the site, which will be fully linkable to the sponsor’s site and the related SAGE journal sites.

This is an excellent opportunity to drive traffic to your own corporate or product sites while branding your company as the leader in that specific topic.

*Please contact your sales representative for more information.*

**OTHER MARKETING OPPORTUNITIES**

**ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS**
Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference hand-outs, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

**SUPPLEMENTS**
Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be pre-approved by the editor, and all articles must undergo peer review.

**TRANSLATED REGIONAL EDITIONS**
Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

**SPONSORED SUBSCRIPTIONS**
Target the mailing list of your choice by sponsoring subscriptions to the journal.

**SPONSORED COLLECTIONS**
Industry partners may choose 5-20 articles from *JBS* or *JALA* on a specific topic related to their business. SAGE will then host open access links to these articles on a dedicated landing page within the journal site. This is an excellent way to create educational partnership between your target audience and your company.
E-MAIL MARKETING

E-TOC ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to 20,000+ SLAS members, e-members, and opt-in subscribers prior to each print issue mailing. Subject to Society approval.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,200</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

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.
SAGE Publications, in conjunction with SLAS, introduces our annual Wall Calendar. This calendar will mail with the December 2012 issues of JBS and JALA.

The calendar will include dates of selected conferences, as well as a comprehensive resource on professional education.

This calendar will be an invaluable resource for these 2,000+ subscribers as they will refer to it throughout the year.

You have the opportunity to advertise your products adjacent to one of the 12 months. Please act fast because there are only 12 spaces available and the months are assigned on a first-come, first-served basis. Your ad would appear on the page directly above the month dates.

**Advertising Rates:** $2,915

*Rate is net and not commissionable to agencies. Full page/4-Color ads only.

**Deadlines:**

<table>
<thead>
<tr>
<th>Space Reservations</th>
<th>Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/6/2012</td>
<td>9/9/2012</td>
</tr>
</tbody>
</table>

**Artwork requirements (full page/4 color only):**

<table>
<thead>
<tr>
<th>Non-bleed ad</th>
<th>Bleed ad</th>
<th>Trim size of calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; w x 7 1/2&quot; h</td>
<td>11 1/8&quot; w x 8 5/8&quot; h</td>
<td>10 7/8&quot; w x 8 3/8&quot; h</td>
</tr>
</tbody>
</table>

Keep live matter ¼" from trim on sides and bottom and ½" from trim on top to allow for hanging hole to be inserted.

Linescreen: 133–150

Please supply a high resolution PDF, with an accompanying SWOP-certified color proof. Minimum required image resolution is 300 dpi for color or gray scale images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert all files submitted in RGB to CMYK but is not responsible for color reproduction on these converted ads.

**Sales/Reservations:**

Amanda Pulse
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
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**Artwork delivery:**

Kirsten Beaulieu
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ARTWORK SPECIFICATIONS

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.

**TRIM SIZE**

<table>
<thead>
<tr>
<th>Trim Size (Both Journals): 8 3/8&quot; w x 10 7/8&quot; h</th>
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<tbody>
<tr>
<td>Non-Bleed</td>
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<td>Full page:</td>
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<td>½ page horizontal:</td>
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<td>½ page vertical:</td>
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<td>¼ page vertical:</td>
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<tr>
<td>Live matter:</td>
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<td>Linescreen:</td>
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**REQUIREMENTS FOR ELECTRONIC DELIVERY:**

**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.

**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 is the 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.

**CONTACT INFORMATION**

**FOR ALL ADVERTISING INQUIRIES:**
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**FOR ARTWORK SUBMISSION:**
Anna Gonda
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**FOR REPRINT AND SUPPLEMENT INQUIRIES:**
Barbara Eisenberg
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Phone: 805-410-7763
Fax: 805-410-7009
E-mail: reprint@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