

Endocrine Practice • 2005 Advertising Rates

Circulation

The total circulation of *Endocrine Practice* is 5,200. This includes AACE members, who see endocrine patients on a daily basis, and subscribers. The majority of the readers are American, with an additional 740 readers throughout the world.

Display Ad Rates

B & W	Full Page	1/2 Page
1X:	\$1200.00	\$960.00
3X:	\$1180.00	\$940.00
6X:	\$1150.00	\$920.00
9X:	\$1110.00	\$890.00
12X:	\$1060.00	\$850.00
Four Color:	\$1120.00	(plus B & W rate)
Second Color:	\$350.00	(plus B & W rate)
Additional Color:	\$175.00	(plus B & W rate)
Cover II (inside front):	Add 35%	
Cover III (inside back):	Add 25%	
Cover IV (outside back):	Add 50%	
Facing Editorial:	Add 25%	
Table of Contents:	Add 25%	
Single Sheet Insert:	\$210.00	(plus 2x B & W rate)
Double Sheet Insert:	\$210.00	(plus 4x B & W rate)
6-Page Insert:	\$210.00	(plus 6x B & W rate)
8-Page Insert:	\$210.00	(plus 8x B & W rate)
Bleed:	No charge	
Agency Commission:	15% on gross billing	

Advertising Policies

Endocrine Practice is not responsible for statements and opinions of authors or the claims made by advertisers in the journal. The appearance of advertising does not guarantee or endorse the claims of advertisers. Acceptance of advertising is subject to approval.

Payment to be kept current - More than two delinquent invoices may result in removal of advertising.

Ads cancelled after material due date are subject to 50% cancellation fee.

Closing Dates

2004	Space	Materials
Jan/Feb	Nov 12, 2004	Dec 13, 2004
Mar/Apr	Jan 14	Feb 14
May/June	Mar 11	Apr 11
Jul/Aug	May 13	Jun 13
Sep/Oct	Jul 15	Aug 8
Nov/Dec	Sep 16	Oct 10

Mechanical Requirements

Ad	Bleed	Non-Bleed
Two Page spread	17 1/2" w x 11 1/2" h	14" w x 10" h
Full Page	8 3/4" w x 11 1/4" h	7" w x 10" h
1/2 Page Horizontal	8 3/4" w x 5 1/2" h	7" w x 4 7/8" h
1/2 Page Vertical	4 3/8" w x 11 1/4" h	3 1/2" w x 10" h
Trim Size:	8 1/2" w 11" h	
Binding:	Perfect	
Grind:	1/8"	
Foot:	1/4"	
Head:	1/4"	

Material Requirements

Film Resolution:	150 line screen
Electronic Files:	Disk is preferred- Macintosh or PC QuarkXpress 3.3 or above, Illustrator 6.0 or above, PhotoShop 5.5 or above, InDesign 2.0, Some pdf files (contact for details). Please provide all fonts and graphic files.
Film Orientation:	For a spread, send film as two pages Right reading emulsion-side down Negatives with registration marks
Media Accepted:	lomega Zip 100 lomega Jazz - I Gig CD-Rom
Ship Film to:	<i>Endocrine Practice</i> Production Department 1000 Riverside Avenue, Suite 205 Jacksonville, FL 32204
Color Proof:	Matchprint or similar
Insert Quantity:	6,200 (includes spoilage)
Insert Size:	8 5/8" w x 11 3/8" h Jog to head
Ship Inserts to:	Hartley Press Attn: Rob Lee 4250 St. Augustine Road Jacksonville, FL 32207 (904) 398-5141

If sending multiple issues at once, please clearly mark cartons.

For clarification on any ad policies or requirements, please contact:

Melanie Luja, Publications & Advertising Coordinator
1000 Riverside Avenue, Suite 205 • Jacksonville, FL 32204
(904) 353-7878 ex. 38 • (904) 353-8185 Fax
mluja@aace.com