

# FIRST MESSENGER ADVERTISING RATES

## CIRCULATION:

Over 3,900 practicing endocrinologists in the U.S. and worldwide. First Messenger is distributed to members of the American Association of Clinical Endocrinologists (AACE), who are all MDs or DOs who have at least 50% of their practice devoted to endocrine related treatment.

**PUBLISHED: BI-MONTHLY**

## EDITORIAL FOCUS

- Inside AACE news
- Topical clinical updates
- AACE commentary from the President
- Legislative issues affecting endocrinology
- Socioeconomic affairs
- Reimbursement/coding updates
- International news
- AACE Annual Meeting previews and highlights
- CME activities
- AACE Endocrine Careers®
- Upcoming endocrine meetings

## AACE MEDICAL INDUSTRY ADVERTISING REPRESENTATIVE

Trisha Renn  
Phone: 484-225-8322  
E-mail: tlaramee@americanmedicalcomm.com

## AACE PUBLICATIONS DEPARTMENT

Lori Clawges, Director of Publications  
245 Riverside Avenue, Suite 200  
Jacksonville, FL 32202  
Phone: 904-353-7878, ext 129  
E-mail: lclawges@aace.com

**EFFECTIVE RATE DATE:**  
January 2018

## ADVERTISING POLICIES

### ADVERTISING ACCEPTANCE

First Messenger is not responsible for statements and opinions of authors or the claims made by advertisers in the newsletter. The appearance of advertising does not guarantee or endorse the claims of advertisers. Acceptance of advertising is subject to approval. First Messenger reserves the right to refuse any advertising.

### AGENCY COMMISSION

All advertising agencies who pay within 30 days of the invoice date will qualify for a 15% discount. NOTE: A 2% late fee will be assessed for each invoice 30 days or more overdue. Late payments may result in cancellation of this discount. Payment must be kept current—more than two delinquent invoices may result in removal of advertising.

### EARNED RATES

Frequency rates are based on accumulated insertions during a 12-month period. Space purchased by the same company for different products may be combined to compute the earned rate. Ad units that run in any of AACE's publications during the same 12-month period may also be combined for the earned frequency. Rates may be subject to change. Advertisers will be notified in the event of a change.

### SHORT RATES AND REBATES

Advertisers who contract for a specific frequency or discount program, but do not meet those terms within the contract period will be short-rated. At contract year-end, the lowest rate earned will be applied and normal rebate and short-rate adjustments made for that contract year.

### CANCELLATION POLICY

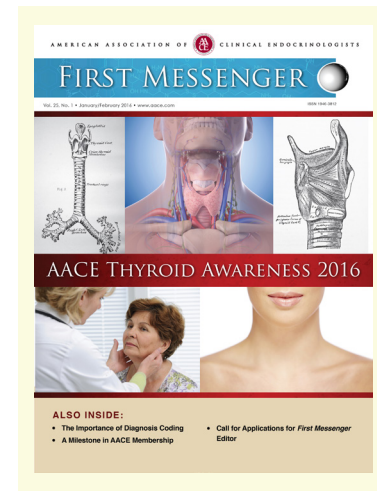
Advertisements cancelled after material is due are subject to a 50% cancellation fee.

### INVOICES AND TEAR SHEETS

Tear sheets will be sent with invoices to the agency billing department. Requests for additional tear sheets must be made by contacting the AACE Publications Department.

## BONUS CIRCULATION

January/February 2018 issue of *First Messenger* will be distributed at the ENDO 2018 and the AACE 27<sup>th</sup> Annual Scientific & Clinical Congress; May/June issue at the ADA's 77<sup>th</sup> Scientific Sessions; and September/October 2018 at the 88<sup>th</sup> Annual Meeting of the ATA.



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## 2018 CLOSING DATES

Issue	Space Reservations	Materials & Inserts Due
Jan/Feb	November 20, 2017	December 4, 2017
Mar/Apr	January 15	January 29
May/June	March 19	April 2
July/Aug	May 14	June 4
Sept/Oct	July 16	August 6
Nov/Dec	September 17	October 1

## DISPLAY ADVERTISING RATES

### BLACK AND WHITE ADS

	Full Page	1/2 Page	1/4 Page
1x	\$1,375	\$1,220	\$1,150
3x	\$1,310	\$1,160	\$1,090
6x	\$1,245	\$1,135	\$1,035
12x	\$1,180	\$1,050	\$975
24x	\$1,120	\$990	\$930
36x	\$1,060	\$955	\$890

### COLOR RATES

Four Color	\$725
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### INSERT RATES

2 page (single sheet)	2x earned BW rate
4 page (double sheet)	4x earned BW rate
6 page (three sheet)	6x earned BW rate
8 page (four sheet)	8x earned BW rate
Business Reply Card	earned BW rate +\$400

### RECRUITMENT DISPLAY ADS

Display ads are available for placement. For more information and pricing, please see *First Messenger* recruitment ad rate sheet, or call 904-353-7878, ext. 129.

### CLASSIFIED ADVERTISEMENTS

Classified line ads are available for placement in *First Messenger* and AACE Endocrine Careers® on the AACE Web site. For more information and pricing, visit <http://careers.aace.com>, or email us at [EndocrineCareers@aace.com](mailto:EndocrineCareers@aace.com).

### PREFERRED POSITION PLACEMENT

Percentages are added to the black and white rates

Cover II (inside front cover)	35%
Cover III (inside back cover)	25%
Cover IV (outside back cover)	50%
Cover III and IV	50%
Table of Contents	25%

### MECHANICAL REQUIREMENTS

Full Page	8 1/4" x 11 1/4"
1/2 Page Horizontal	8 1/2" x 5 1/2"
1/2 Page Vertical	4 1/4" x 11"
Quarter Page	4 1/2" x 5 1/2"
Cover IV	8 7/8" x 9 1/2"

Trim Size: 8 1/2" x 11"

Bleed: add 1/8 inch, jog to head

Binding: Saddle Stitch

### MATERIAL REQUIREMENTS

#### Electronic Files:

Disk is preferred- Macintosh or PC; Illustrator 6.0 or above; Photoshop 5.5 or above; InDesign 2.0 or above; some pdf files (contact office for details). \*To send large files, visit [staff.aace.com/bigfiles/index.php](http://staff.aace.com/bigfiles/index.php).

#### Media Accepted:

CD ROM / DVD

#### Color Proof:

Matchprints or similar must be provided with digital files.

#### SEND DISPLAY/RECRUITMENT AD MATERIALS TO:

Publications Department  
ATTN: Ashley Holloway  
245 Riverside Avenue, Suite 200  
Jacksonville, FL 32202

### INSERT INFORMATION

**Quantity:** 4,500 (includes bindery spoilage)

**Size:** up to and including 8 1/2" x 11", jog to head

#### Shipping Inserts

Please clearly mark cartons with publication and issue month.

Ship to the following address:

Hartley Press  
ATTN: Rob Lee  
4250 St. Augustine Road  
Jacksonville, FL 32207  
(904) 398-5141

*\*To send large files, visit: [staff.aace.com/bigfiles/index.php](http://staff.aace.com/bigfiles/index.php)*