

THE FIRST MESSENGER ADVERTISING RATES

CIRCULATION:

Over 4,000 practicing endocrinologists in the U.S. and worldwide. The First Messenger is distributed to members of the American Association of Clinical Endocrinologists (AAACE), 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 AAACE news
- Topical clinical updates
- AAACE commentary from the President
- Legislative issues affecting endocrinology
- Socioeconomic affairs
- Reimbursement/coding updates
- International news
- AAACE Annual Meeting previews and highlights
- CME Corner
- AAACE Endocrine Careers®
- Upcoming endocrine meetings

AAACE MEDICAL INDUSTRY ADVERTISING REPRESENTATIVE

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AAACE PUBLICATIONS DEPARTMENT

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EFFECTIVE RATE DATE:
January 2013

ADVERTISING POLICIES

ADVERTISING ACCEPTANCE

The 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. The 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 AAACE'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 AAACE Publications Department.

BONUS CIRCULATION

April/May 2013 issue of *The First Messenger* will be distributed at the AAACE 22nd Annual Scientific & Clinical Congress and ADA's 73rd Scientific Sessions; June/July at ENDO 2013; August/September at ATA Annual Meeting.



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2013 CLOSING DATES

Issue	Space Reservations	Materials & Inserts Due
Feb/March	January 7	January 21
April/May	March 4	March 18
June/July	May 6	May 20
Aug/Sept	July 1	July 15
Oct/Nov	September 2	September 16
Dec/Jan	October 28	November 11

DISPLAY ADVERTISING RATES

BLACK AND WHITE ADS

	King Page	Island Page	1/2 Page	1/4 Page
1x	\$1,415	\$1,200	\$1,060	\$995
3x	1,345	1,140	1,110	945
6x	1,275	1,080	955	895
12x	1,210	1,025	910	850
24x	1,150	975	865	810
36x	1,090	920	825	770

COLOR RATES

Four Color	\$625
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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 *The First Messenger* recruitment ad rate sheet, or call 904-353-7878, ext. 128.

CLASSIFIED ADVERTISEMENTS

Classified line ads are available for placement in *The First Messenger* and AACE Endocrine Careers® on the AACE Web site. For more information and pricing, visit <http://careers.aace.com>, email us at EndocrineCareers@aace.com, or call 904-353-7878 ext 128.

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%

*No premium charge for cover III if Cover IV advertisement is more than one page.

MECHANICAL REQUIREMENTS

King Page	10 3/4" x 14 3/4"
Island Page	7 1/4" x 10"
1/2 Page Horizontal	10 3/4" x 7 3/8"
1/2 Page Vertical	5 3/8" x 14 3/4"
1/4 Page Horizontal	4 3/4" x 6 3/4"

Trim Size: 10 3/4" x 14 3/4"

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 <http://comms.aace.com/bigfiles/>

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: Nikki Vorwerk
245 Riverside Avenue, Suite 200
Jacksonville, FL 32202

INSERT INFORMATION

Quantity: 4,500 (includes bindery spoilage)

Size: 8 5/8" x 11 3/8", 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*

*please contact the AACE Publications office at 904-353-7878 for all materials & artwork questions

*To send large files, visit: <http://comms.aace.com/bigfiles/>