



# ENDOCRINE PRACTICE

CLINICAL AND INVESTIGATIVE ENDOCRINOLOGY AND DIABETES

*Endocrine Practice* is a peer-reviewed journal that publishes the latest information in the treatment of diabetes, thyroid disease, obesity, growth hormone deficiency, sexual dysfunction and osteoporosis. The journal contains original articles, case reports, review articles, commentaries, editorials, visual vignettes, as well as classified and display advertising. Special issues of the journal also include AACE clinical practice guidelines. The journal is indexed in MEDLINE, Science Citation Index Expanded (Web of Science), Current Contents - Clinical Medicine, EMBASE, and Current Abstracts - EBSCO.

*Endocrine Practice* is the official scientific publication of the American Association of Clinical Endocrinologists (AACE) and the American College of Endocrinology (ACE).



## CIRCULATION

Total circulation is 4,000. This includes all AACE domestic members and international members from over 88 countries. All AACE members are licensed, practicing MDs or DOs who have at least 50% of their practice devoted to endocrine-related disorders. Additionally, medical schools and research facilities hold subscriptions to *Endocrine Practice*.

## FREQUENCY

A total of twelve issues will be published in 2018. See closing dates for journal issue schedule.

## EDITOR-IN-CHIEF

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## ADVERTISING POLICIES

**EFFECTIVE RATE DATE:** *January 2018*

### ADVERTISING ACCEPTANCE

*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. *Endocrine Practice* 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 any invoices 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 space 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.

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### 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

February issue will be distributed at ENDO 2018; April issue will be distributed at the AACE 27<sup>th</sup> Annual Scientific & Clinical Congress; May issue at ADA 78<sup>th</sup> Scientific Sessions; September issue at ATA Annual Meeting.

## DOMESTIC AND INTERNATIONAL READERSHIP AREAS OF INTEREST\*

Adrenal Disorders	1,657	Nuclear Medicine	282
Cancer	527	Nutrition	685
Diabetes Mellitus	3,794	Parathyroid Disorders	1,463
Disease of Pregnancy	580	Pediatric Endocrinology	187
Ectopic Endocrine Syndromes	443	Pituitary Disorders	1,783
General Endocrinology and Metabolism	3,447	Reproductive Endocrinology	474
Geriatrics	219	Endocrine Surgery	265
Growth Disorders/Growth Hormone	366	Thyroid Dysfunction	3,307
Hypertension	973	Other	23
Lipid Disorders	1,566	Osteoporosis	1,652
Metabolic Bone Disorders	1,267	PCOS	936
Neurosurgery	121	Menopause	414
Obesity	1,223		

\* Some subscribers may have indicated more than one area of interest

## 2018 CLOSING DATES

Issue	Space Reservations	Materials Due	Inserts Due
1. January	December 4	December 11	December 15
2. February	January 15	January 22	January 26
3. March	February 5	February 12	February 16
4. April	March 5	March 12	March 16
5. May	April 2	April 9	April 13
6. June	May 7	May 14	May 18
7. July	June 4	June 11	June 15
8. August	July 2	July 9	July 13
9. September	August 6	August 13	August 17
10. October	September 3	September 10	September 14
11. November	October 1	October 8	October 12
12. December	November 5	November 12	November 16

## OTHER INFORMATION

### SUBSCRIPTION ORDERS

Print and online subscriptions to *Endocrine Practice* are available for purchase. Contact the Publications Department for more information.

### SUPPLEMENTS TO ENDOCRINE PRACTICE

Please contact the AACE Publications Director, Lori Clawges, at [lclawges@aace.com](mailto:lclawges@aace.com), for more information and pricing.

## MECHANICAL REQUIREMENTS

Page Unit	Bleed	Non-Bleed
Spread	17 1/2" x 11 1/2"	16" x 10"
Full Page	8 7/8" x 11 1/2"	7 1/2" x 10"
Half Page Vertical	4 3/8" x 11 1/4"	3 3/4" x 10"
Half Page Horizontal	8 3/4" x 5 1/2"	7 1/2" x 4 7/8"
Quarter Page	N/A	3 3/4" x 5"
Cover IV	8 7/8" x 9 1/2"	7 3/8" x 8"

Trim Size: 8 1/2" x 11"

Grind: 1/8"    Foot: 1/4"    Head: 1/4"    Face: 1/4"

## 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; pdf files. \*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 AD MATERIALS TO:

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

## INSERT INFORMATION

**Quantity:** 5,000 (includes bindery spoilage)

**Size:** 8 7/8" x 11 1/2", 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

## COMMERCIAL DISPLAY ADVERTISING RATES

### BLACK AND WHITE ADS

Frequency	Full Page	Half Page	Quarter Page
1x	\$2,700	\$1,795	\$1,465
6x	\$2,595	\$1,700	\$1,385
12x	\$2,480	\$1,650	\$1,345
24x	\$2,435	\$1,615	\$1,070
36x	\$2,325	\$1,535	\$945
48x	\$2,225	\$1,510	\$865
60x	\$2,175	\$1,435	\$835
72x	\$2,115	\$1,395	\$825
84x	\$2,005	\$1,345	\$800
96x	\$1,895	\$1,300	\$770

### COLOR RATES

Matched Color	\$1,260
Four Color	\$2,510

### PREFERRED POSITION PLACEMENT

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

*Due to postal regulations, ads placed on Cover 4 will include 1 1/2" trim in header and 1/2" borders.*

### INSERT RATES

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

**COVER TIPS** - \$14,500\*

**OUTSERTS** - \$17,850\*

\*Samples must be submitted for review. Outserts must be under 3.3 oz.

## RECRUITMENT ADVERTISEMENTS

### DISPLAY ADS

Display ads are available for placement. For more information and pricing, please, call 904-353-7878, ext. 129.

### CLASSIFIEDS

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