



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 AAACE 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 (AAACE) and the American College of Endocrinology (ACE).



CIRCULATION

Total circulation is 4,000. This includes all AAACE domestic members and international members from over 88 countries. All AAACE 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 2019. See closing dates for journal issue schedule.

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ADVERTISING POLICIES

EFFECTIVE RATE DATE: January 2019

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 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.

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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

February issue will be distributed at ENDO 2019; March issue will be distributed at the AAACE 27th Annual Scientific & Clinical Congress; May issue at ADA 78th 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

2019 CLOSING DATES

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

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, 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:

Illustrator 6.0 or above; Photoshop 5.5 or above;
InDesign 2.0 or above; pdf files.

Media Accepted:

Color Proof: Matchprints or similar must be provided with digital files.

INTERNET/FTP DELIVERY OF ADS:

Please email John Salesi
(jsalesi@americanmedicalcomm.com) prior to submitting a file via FTP.

FTP address: 199.193.117.104

Log in: aaceclient

Password: AaceCL1!

Folder: AACE

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:

The Hartley Press, Inc.
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	\$2,755	\$1,830	\$1,495
6x	\$2,650	\$1,735	\$1,415
12x	\$2,530	\$1,685	\$1,370
24x	\$2,485	\$1,645	\$1,090
36x	\$2,370	\$1,565	\$965
48x	\$2,270	\$1,540	\$880
60x	\$2,220	\$1,465	\$850
72x	\$2,155	\$1,425	\$840
84x	\$2,045	\$1,370	\$815
96x	\$1,930	\$1,325	\$785

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.