

Clinical Diabetes

Rate Sheet Number 60

Effective January 2008

Circulation/frequency: 57,156/quarterly

A member of Audit Bureau of Circulations.



EDITORIAL PROFILE

CLINICAL DIABETES is dedicated to improving diabetes care in primary care settings. It provides concise, clinically relevant articles on diabetes management. Topics covered include pharmacological management, exercise and diet, medical-legal issues, and health care delivery.

READER PROFILE

CLINICAL DIABETES is the preferred journal of one of the pharmaceutical marketer's most important targets: primary care physicians who treat large numbers of diabetes patients. Comprised mainly of physicians in solo or group practice, readers spend about 90% of their time in direct patient care. Surveys demonstrate that almost 75% have changed their prescribing habits as a result of reading CLINICAL DIABETES, and 97% said that it provided useful information for taking care of diabetes in a primary care setting. If you need to reach the primary care physician who is primarily treating diabetes, turn to CLINICAL DIABETES. That's what more than 57,000 physicians do.

DISPLAY ADVERTISING

Black/White	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$8,210	\$7,910	\$7,600	\$7,420	\$7,360	\$7,230	\$7,150	\$7,090	\$6,980
2/3 Page	\$6,570	\$6,320	\$6,090	\$5,940	\$5,900	\$5,790	\$5,720	\$5,680	\$5,590
1/2 Page	\$5,480	\$5,270	\$5,070	\$4,960	\$4,910	\$4,820	\$4,770	\$4,730	\$4,650
1/3 Page	\$4,430	\$4,270	\$4,120	\$4,010	\$3,980	\$3,910	\$3,870	\$3,820	\$3,780

Color Rates

Standard color (cyan, magenta, yellow), per page or fraction, extra \$825

Matched PMS color, per page or fraction, extra \$1,025

3 or 4-color, per page or fraction, extra \$2,370

Covers

2nd Cover 4-Color rate plus 20%

3rd Cover 4-Color rate plus 10%

4th Cover 4-Color rate plus 25%

INSERTS

Single Sheet (2 pages) 1x 4-color rate/frequency discount applies

Double Sheet (4 pages) 2x 4-color rate/frequency discount applies

Business Reply Card: \$8,210

Oversized Business Reply Cards (larger than 4 x 6 inches) and cards placed in the Cover 2 form break are subject to additional charges. Rates available upon request.

DISCOUNTS

Frequency discount applies to combined calendar year advertising in *Diabetes Forecast*, *Diabetes*, *Diabetes Care*, *Clinical Diabetes*, and *Diabetes Spectrum*.

CLOSING DATES

Issue	Space Close	Material Due	Inserts Due
Winter	Dec 3	Dec 20	Jan 7
Spring	Mar 3	Mar 20	Mar 28
Summer	Jun 2	Jun 20	Jun 27
Fall	Sep 2	Sep 22	Sep 29

Cancellation Dates: Orders are not cancelable after closing dates.

Binding: Saddle-stitched

Trim Size: 8 3/16" x 10 7/8"

MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
Two-Page Spread	15 7/16" x 10 1/4"	16 3/4" x 11 1/4"
Single Page	7 1/4 x 10 1/4	8 9/16 x 11 1/4
2/3 Page	4 3/4 x 10 1/4	Not available
1/2 Page Horizontal	7 1/4 x 5	Not available
1/2 Page Vertical	3 1/2 x 10 1/4	Not available
1/3 Page	2 1/4 x 10 1/4	Not available

MATERIAL REQUIREMENTS

All materials submitted as electronic file must be accompanied by a completed Electronic File Worksheet. For a copy of the worksheet and instructions, please contact the Advertising Production Specialist at 703-299-5511. Materials must be Mac-based, high resolution, PDF files preferred. PDFs should have all fonts embedded and be created at compatibility level Acrobat 4 (PDF 1.3). Recommended contone image resolution is 300 dpi at 100% of printed image size. No RGB/RGB spot colors, all colors should be converted to CMYK mode prior to PDF creation. Native InDesign and QuarkXpress files for Mac are also accepted. Must include all supporting font files and supporting graphic files. Files may be supplied on CD or DVD. SWOP Certified proof with color bars required.

SHIPPING RUN-OF-BOOK AD MATERIALS

Label materials with publication and issue month.

American Diabetes Association
Attn: Advertising Production Specialist
1701 North Beauregard Street
Alexandria, Virginia 22311
703-299-5511

INSERT QUANTITIES

Please call the Advertising Production Specialist at 703-299-5511 to confirm insert quantities for each issue.

INSERT SPECIFICATIONS

Only a limited number of inserts can be accommodated in an issue. Insert requests are filled on a first-come, first-served basis. Essential matter must be 1/2" inside trim all around. Stock must be at least 60# book weight; stock up to 10pt. CIS (coated one side) is acceptable. Two page inserts must tip on. Allow for an extra 1/4" high folio lip (not necessary if tipping). Inserts jog to head. Allow for 3/16" head trim and 3/16" face trim. Furnish folded with sample marked for binding edge. Trim to 8 3/8" x 11 1/16".

SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied.

Fry Communications
CLINICAL DIABETES
Attn: Scott McCaughey
800 West Church Road, Building 1
Mechanicsburg, PA 17055

RELEASE OF MATERIAL

Material cannot be released until after the issue date. All material not requested within 12 months after the issue date will be destroyed.

REPRINT INFORMATION

For reprint information for American Diabetes Association journals, please call Cadmus Professional Communications Reprint Services at 410-691-6274 (toll-free 888-853-3951) or e-mail reprints2@cadmus.com.

Incomplete or incorrect materials, and materials received after the published deadline, will be subject to additional charges.

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