

diabetes

Rate Sheet Number 60

Effective January 2008

Circulation/frequency: 5,336/monthly

A member of Audit Bureau of Circulations.



EDITORIAL PROFILE

DIABETES is the world's most frequently cited journal of original diabetes research.* Articles include original manuscripts on all aspects of laboratory, animal, and human research relating to the physiology and pathophysiology of diabetes.

READER PROFILE

DIABETES is an essential resource for researchers and physicians. It is the indispensable choice for diabetes experts in major universities, medical schools, and hospitals. Engaged in extensive education of other professionals, DIABETES readers have tremendous influence on diabetes clinicians and their prescribing habits. DIABETES readers spend significant time in patient care and research, and are considered the thought leaders of the entire diabetes community. These researchers and physicians divide their time between education of other professionals, research, and patient care. They understand the impact of diabetes on the individual — and the family. They seek to find a cure. These highly influential readers — and their research — are the reason DIABETES is the world's most frequently cited journal of original diabetes research.

DISPLAY ADVERTISING

Black/White	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$2,500	\$2,410	\$2,320	\$2,260	\$2,250	\$2,210	\$2,180	\$2,160	\$2,130
1/2 Page	\$1,670	\$1,610	\$1,560	\$1,500	\$1,490	\$1,470	\$1,450	\$1,440	\$1,420
1/4 Page	\$1,210	\$1,150	\$1,110	\$1,080	\$1,070	\$1,060	\$1,050	\$1,040	\$1,020

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 \$2,070

Covers

2nd Cover 4-Color rate plus 15%

3rd Cover 4-Color rate plus 10%

4th Cover 4-Color rate plus 20%

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: \$2,500

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
January	Dec 3	Dec 4	Dec 7
February	Jan 2	Jan 3	Jan 7
March	Feb 1	Feb 4	Feb 7
April	Mar 3	Mar 4	Mar 7
May	Apr 1	Apr 2	Apr 7
June	May 1	May 2	May 6
July	Jun 2	Jun 3	Jun 6
August	Jul 1	Jul 2	Jul 7
September	Aug 1	Aug 4	Aug 7
October	Sep 2	Sep 3	Sep 8
November	Oct 1	Oct 2	Oct 6
December	Nov 3	Nov 4	Nov 7

Cancellation Dates: Orders are not cancelable after closing dates.

Binding: Perfect bound

Trim Size: 8 1/4" x 10 7/8"

* Thomson ISI, Journal Citation Report, 2006

MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
Two-Page Spread*	15 3/4" x 10 3/8"	17" x 11 1/8"
Single Page	7 5/8 x 10 3/8	8 1/2 x 11 1/8
1/2 Page Horizontal	7 5/8 x 5	Not available
1/2 Page Vertical	3 1/2 x 10 3/8	Not available
1/4 Page	3 1/2 x 5	Not available

*Bleed measurement includes 1/8" gutter area on both pages.

MATERIAL REQUIREMENTS

All materials submitted as an 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 supplied as a high resolution PDF. For more information on PDFs, visit <http://cpc.cadmus.com/ads>. Fonts must be Adobe Type 1. Art must be CMYK and scanned at 300 DPI for full color artwork or grayscale and at least 1200 DPI for bitmap (B/W/line art). File must include all screen and printer fonts, EPSs, and other critical design elements. File should be set up for trim size and allow for 1/8" bleed on all four sides. All art, logos, etc., may be supplied on Zip or CD. Match print with SWOP-standard 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

Essential matter must be 1/2" inside trim all around. Stock accepted to 70# book weight; a charge will apply for heavier stock. Inserts jog to head. Allow for 1/8" head trim and 1/8" face trim and 1/8" for grind off on binding edge. Furnish folded with sample marked for binding edge. Trim to 8 1/2" x 11 1/8".

SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied.

Cadmus Specialty Publications—Insert Storage
DIABETES
Attn: Bruce Tharpe
2901 Byrdhill Road
Richmond, VA 23228

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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