

Diabetes Spectrum

Rate Sheet Number 61
 Effective January 2009
 Circulation/frequency: 6,172/quarterly
 A member of Audit Bureau of Circulations



EDITORIAL PROFILE

DIABETES SPECTRUM is the diabetes educator's essential tool for translating new diabetes research into clinical practice. Articles cover medical management, patient education, nutrition and behavioral science, exercise, and many other topics.

READER PROFILE

Readers of DIABETES SPECTRUM have come to rely on its "research-to-practice" editorial strategy. They count on DIABETES SPECTRUM to keep them up to date on new, clinical practice techniques on medical management, patient education, nutrition, behavioral science, exercise and fitness, and much more. DIABETES SPECTRUM is designed for all members of the diabetes-care team, including nurses, dietitians, behavioral medicine professionals, physicians, and others. Readers, about 75% of whom are nurses or dietitians, spend an average of 37 minutes per patient visit providing in-depth counseling on diabetes self-care and treatment. With a large majority employed in hospitals, universities, and group or solo practice, the educators who read DIABETES SPECTRUM work in many of the nation's leading centers for patient education and care. Although the publication is filled with both review and original manuscripts, a reader favorite is the "From Research to Practice" section, exploring a diabetes-care topic in-depth, with practical application of current research findings. To reach influential diabetes educators who are making specific product recommendations, turn to DIABETES SPECTRUM.

DISPLAY ADVERTISING

Black/White Rates	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$2,140	\$2,070	\$1,970	\$1,930	\$1,920	\$1,890	\$1,870	\$1,860	\$1,830
2/3 Page	\$1,710	\$1,660	\$1,580	\$1,540	\$1,530	\$1,510	\$1,490	\$1,480	\$1,460
1/2 Page	\$1,440	\$1,370	\$1,320	\$1,290	\$1,280	\$1,260	\$1,250	\$1,240	\$1,230
1/3 Page	\$1,160	\$1,110	\$1,070	\$1,050	\$1,040	\$1,030	\$1,020	\$1,000	\$990

Color Rates

Standard color (cyan, magenta, yellow), per page or fraction, extra \$900

Matched PMS color, per page or fraction, extra \$1,120

3- or 4-color, per page or fraction, extra \$2,400

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

Standard Business Reply Card (4" x 6"): \$2,140

Double cards folded to standard 4" x 6" size (4" x 12" folded to 4" x 6" size): \$3,210

Other business reply cards 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*.

SPECIAL PROGRAM:

Run 3 full-page paid advertisements in *Diabetes Spectrum* and get the 4th full-page ad free. Product must be the same and advertising must run in four consecutive issues.

CLOSING DATES

Issue	Space Close	Material Due	Inserts Due
Winter	Jan 2	Jan 13	Jan 23
Spring	Apr 1	Apr 10	Apr 24
Summer	July 1	July 10	July 24
Fall	Oct 1	Oct 12	Oct 23

Cancellation Dates: Orders are not cancelable after closing dates.

Binding: Saddle-stitched

Trim Size: 8³/₁₆" x 10⁷/₈"

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

Materials for publication must be submitted as high-resolution, press-ready PDF files (XLA compliant). Native files are not accepted. Files must be set up for trim size and allow for bleed. Files may be supplied on CD or DVD. Art must be CMYK and scanned at 300 DPI. 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: Julie DeVoss
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. C1S (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. Full sheet trims to 8³/₈" x 11¹/₁₆".

SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied.

Cadmus Specialty Pubs/Insert Storage
SPECTRUM
Attn: Elizabeth Jones
2901 Byrdhill Rd.
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.

CONTACTS

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CONSUMER ADVERTISING REPRESENTATIVES

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PHARMACEUTICAL

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Additional information may be found at:
forecast.diabetes.org/for-advertisers