

## MATERIAL REQUIREMENTS

All new advertisements must be reviewed by ADA's review committee to assure compliance with ADA policies. PDFs of advertisements should be emailed to the Advertising Production Specialist (adproduction@diabetes.org) at least 10 days in advance of Material Closing.

Materials for publication must be submitted as high-resolution, press-ready PDF files (PDF:X-1a). 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.

Match print with SWOP-standard color bars required. If press-quality match print is not supplied, color accuracy cannot be guaranteed. Incomplete or incorrect materials, and materials received after the published deadline, will be subject to additional charges.

## SHIPPING RUN-OF-BOOK AD MATERIALS

Label materials with publication and issue month.

### SHIP TO:

American Diabetes Association  
Attn: Julie DeVoss  
1701 North Beauregard Street  
Alexandria, VA 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

- **Inserts:** Essential matter must be 1/2" inside trim all around. Stock accepted up to 80# book weight. Inserts jog to foot. Allow for 1/8" head trim (3/8" maximum), 1/8" minimum face trim, and 1/8" foot trim. Furnish folded with 1/8" grind off on the binding edge. Trim to 8 7/16" x 10 3/4".
- **Business Reply Cards** must conform to United States Postal Service requirements for bind-in cards. Only a limited number of BRCs can be accommodated in an issue. BRC requests are filled on a first-come, first-served basis. **Furnish Advertising Production Specialist a sample marked for insertion in advance of printing.** BRCs jog to foot. Please allow 3/8" between gutter and any perforation. Must allow for 1/8" grind off on the binding edge and 1/8" foot trim.

## SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied. Must call for delivery appointment: 859-238-7910

### SHIP TO:

R.R. Donnelley  
Danville Manufacturing  
3201 Lebanon Rd.  
Danville, KY 40422

## 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.

## CONTACTS

### American Diabetes Association

1701 North Beauregard Street  
Alexandria, VA 22311  
(703) 549-1500

### Associate Publisher

Howard Richman  
hrichman@diabetes.org  
(703) 299-2007

### Production Specialist

Julie DeVoss  
adproduction@diabetes.org  
(703) 299-5511  
Fax: (703) 739-0290

### Associate Director, Billing & Collections, Publications

Laurie Ann Hall  
lahall@diabetes.org  
(703) 549-1500, ext. 2067

## CONSUMER ADVERTISING REPRESENTATIVES

### Northeast/Southeast

Noel White & Associates  
P.O. Box 285  
Denver, NY 12421  
(845) 254-6725  
Fax: (845) 254-6728

- Noel White  
noelmer@aol.com
- Karen Kolar  
kkolar48@aol.com

### Midwest

Zoeller Media Sales  
35 E Wacker Dr., Suite 1080  
Chicago, IL 60601  
(312) 782-8855  
Fax: (312) 782-8857

- Kevin Zoeller  
kevin@zoellermediasales.com
- Jocelyn Driessen  
jocelyn@zoellermediasales.com

### West

American Diabetes Association  
1701 North Beauregard Street  
Alexandria, VA 22311  
(703) 299-5511  
Fax: (703) 739-0290

- Julie DeVoss  
jdevoss@diabetes.org

## PHARMACEUTICAL

The Jackson-Gaeta Group  
33 Small Avenue  
Caldwell, NJ 07006  
(973) 403-7677  
Fax: (973) 403-7795

- B. Joseph Jackson  
bartjack@aol.com
- Paul Nalbandian  
pналbandian4ada@aol.com
- Tina Auletta  
jgggina@aol.com

# Diabetes Forecast 2009 Rate Card

Celebrating 60 years of Education, Inspiration, Achievement

*Trusted for over 60 years as the authoritative source of reliable, useful, and timely information on all aspects of diabetes.*



## EDITORIAL PROFILE

*Diabetes Forecast* is the premier consumer publication of the world's authority on diabetes — the American Diabetes Association. This powerful and informative monthly publication is read by nearly 4.9 million consumers, and is recommended to patients by their doctors and other healthcare professionals. *Diabetes Forecast* is the authoritative source of reliable, useful, and timely information on all aspects of diabetes care.

- **Diabetes Forecast delivers expert information!** Readers value *Diabetes Forecast* for its comprehensive — and expert — coverage on diabetes-related research, advocacy, news and analysis.
- **Presenting the *Diabetes Forecast* lifestyle.** Consumers turn to *Diabetes Forecast* to keep up-to-date on the hottest trends in fitness, plus travel, lifestyle, and more, including healthy gourmet eating.
- **Learn About *Diabetes Forecast* people.**

Each month, well-known celebrities and newsmakers tell their personal stories of triumphing over diabetes, along with the equally inspirational tales of everyday heroes.

**When advertisers seek to reach active adults who care about their health, no other magazine can compete.**

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

# Diabetes Forecast Rate Card 61

Effective January 2009

Rate Base: 445,000

A member of Audit Bureau of Circulations



## RATES

Four-Color	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$24,260	\$23,530	\$23,040	\$21,830	\$21,350	\$20,620	\$19,260	\$19,120	\$18,940	\$18,140	\$17,620
2/3 Page	\$19,400	\$18,830	\$18,440	\$17,460	\$17,080	\$16,500	\$15,400	\$15,300	\$15,160	\$14,520	\$14,090
1/2 Page	\$16,180	\$15,690	\$15,360	\$14,550	\$14,240	\$13,760	\$12,850	\$12,750	\$12,640	\$12,110	\$11,750
1/3 Page	\$13,100	\$12,710	\$12,450	\$11,790	\$11,540	\$11,140	\$10,410	\$10,320	\$10,240	\$9,810	\$9,510
1/4 Page	\$11,660	\$11,300	\$11,070	\$10,490	\$10,260	\$9,900	\$9,250	\$9,190	\$9,100	\$8,730	\$8,460
1/6 Page	\$9,700	\$9,420	\$9,220	\$8,750	\$8,550	\$8,250	\$7,710	\$7,640	\$7,590	\$7,270	\$7,060
Black/White	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$18,400	\$17,850	\$17,480	\$16,560	\$16,190	\$15,630	\$14,600	\$14,500	\$14,360	\$13,760	\$13,370
2/3 Page	\$14,720	\$14,280	\$14,000	\$13,250	\$12,960	\$12,520	\$11,690	\$11,600	\$11,500	\$11,000	\$10,690
1/2 Page	\$12,260	\$11,910	\$11,670	\$11,050	\$10,790	\$10,440	\$9,730	\$9,670	\$9,590	\$9,190	\$8,910
1/3 Page	\$9,930	\$9,640	\$9,440	\$8,960	\$8,760	\$8,450	\$7,900	\$7,830	\$7,760	\$7,440	\$7,210
1/4 Page	\$8,830	\$8,570	\$8,390	\$7,950	\$7,770	\$7,510	\$7,020	\$6,960	\$6,900	\$6,620	\$6,420
1/6 Page	\$7,370	\$7,150	\$6,990	\$6,630	\$6,490	\$6,270	\$5,850	\$5,810	\$5,750	\$5,500	\$5,340
Covers	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
2nd Cover	\$36,370	\$35,280	\$34,570	\$32,740	\$32,030	\$30,910	\$28,910	\$28,670	\$28,410	\$27,220	\$26,420
3rd Cover	\$26,680	\$25,880	\$25,340	\$24,010	\$23,480	\$22,680	\$21,190	\$21,030	\$20,840	\$19,960	\$19,370
4th Cover	\$36,370	\$35,280	\$34,570	\$32,740	\$32,030	\$30,910	\$28,910	\$28,670	\$28,410	\$27,220	\$26,420

## SHOPPER'S GUIDE

Four-Color	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$15,350	\$14,890	\$14,570	\$13,820	\$13,510	\$13,040	\$12,190	\$12,100	\$11,990	\$11,490	\$11,150
1/2 Page	\$10,240	\$9,920	\$9,710	\$9,210	\$9,010	\$8,700	\$8,130	\$8,070	\$8,000	\$7,670	\$7,440
1/4 Page	\$7,370	\$7,150	\$7,010	\$6,640	\$6,490	\$6,270	\$5,860	\$5,820	\$5,780	\$5,510	\$5,370
Black/White	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$11,520	\$11,160	\$10,940	\$10,350	\$10,120	\$9,800	\$9,150	\$9,070	\$9,000	\$8,550	\$8,360
1/2 Page	\$7,690	\$7,460	\$7,300	\$6,920	\$6,750	\$6,530	\$6,100	\$6,060	\$6,000	\$5,740	\$5,590
1/4 Page	\$5,530	\$5,380	\$5,250	\$4,990	\$4,860	\$4,710	\$4,390	\$4,360	\$4,330	\$4,140	\$4,020

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

## 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"): \$15,700  
Double cards folded to standard 4" x 6" size  
(4" x 12" folded to 4" x 6" size): \$23,660
- **Other business reply cards and cards placed in the Cover 2 form**  
break are subject to additional charges. Rates available upon request.

## ADDITIONAL COLORS

Standard Color (Cyan, Magenta, Yellow), per page or fraction, extra \$900  
Matched PMS Color, per page or fraction, extra \$1,120

**BLEED** No charge.

## CLOSING DATES

Issue	Space Close	Material Due	Inserts Due
January	Nov 3	Nov 7	Nov 24
February	Dec 1	Dec 8	Jan 2
March	Jan 2	Jan 9	Jan 30
April	Feb 2	Feb 9	Feb 24
May	Mar 2	Mar 9	Mar 30
June	Apr 1	Apr 8	Apr 28
July	May 1	May 7	May 25
August	June 1	June 8	June 28
September	July 1	July 7	July 27
October	Aug 3	Aug 10	Aug 31
November	Sept 1	Sept 8	Sept 30
December	Oct 1	Oct 8	Oct 29

## CANCELLATION DATES

Orders are not cancelable after closing dates.

## BINDING

Perfect Bound

## TRIM SIZE

8 3/8" x 10 1/2"

## MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
2-Page Spread	16 1/8" x 10 1/8"	16 5/8" x 10 3/4"
Single Page	7 1/4 x 10 1/8	8 7/16 x 10 3/4
2/3 Page Vertical	4 7/8 x 10 1/8	5 1/2 x 10 3/4
2/3 Page Horizontal	7 1/4 x 6 1/2	8 7/16 x 7
1/2 Page Vertical	3 1/2 x 10 1/8	4 3/8 x 10 3/4
1/2 Page Horizontal	7 1/4 x 4 1/2	8 7/16 x 5 1/8
1/3 Page	2 1/4 x 10 1/8	3 1/8 x 10 3/4
1/4 Page	3 1/2 x 4 1/2	Not available
1/6 Page	2 1/4 x 4 1/2	Not available