

Clinical Diabetes

Rate Sheet Number 61

Effective January 2009

Circulation/frequency: 62,091/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 62,000 physicians do.

DISPLAY ADVERTISING

Black/White Rates	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$8,620	\$8,310	\$7,980	\$7,790	\$7,730	\$7,590	\$7,510	\$7,440	\$7,330
2/3 Page	\$6,900	\$6,640	\$6,390	\$6,240	\$6,200	\$6,080	\$6,010	\$5,960	\$5,870
1/2 Page	\$5,750	\$5,530	\$5,320	\$5,210	\$5,160	\$5,060	\$5,010	\$4,970	\$4,880
1/3 Page	\$4,650	\$4,480	\$4,330	\$4,210	\$4,180	\$4,110	\$4,060	\$4,010	\$3,970

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 \$2,600

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"): \$8,620

Double cards folded to standard 4" x 6" size (4" x 12" folded to 4" x 6" size): \$12,930

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 *Clinical Diabetes* 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	Dec 1	Dec 20	Jan 5
Spring	Mar 2	Mar 20	Mar 26
Summer	Jun 1	Jun 19	Jun 25
Fall	Sep 1	Sep 18	Sep 25

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.

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
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(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
noelmere@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

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 3/8" high folio lip (not necessary if tipping). Inserts jog to foot. Allow for 1/8" foot trim and 1/8" face trim. Furnish folded with sample marked for binding edge.
Trim to 8³/₈" x 11¹/₁₆".

SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied.

Clinical Diabetes
RR Donnelley
Danville Manufacturing
3201 Lebanon Rd
Danville KY 40422
To schedule deliveries, call 859.238.7910.

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