



## The Journal of Clinical Endocrinology & Metabolism (JCEM)

JCEM is the world's leading peer-reviewed journal for endocrine clinical research and clinical practice information. Each issue provides up-to-date coverage of new developments that enhance our understanding of pathophysiology, diagnosis and treatment of endocrine and metabolic disorders. Regular features of special interest include original reports of important advances in patient-oriented endocrine and metabolic research, personal perspectives on endocrinologic topics, clinical trials, clinical reviews, clinical practice guidelines, and case reports. JCEM has an Impact Factor of 5.531.

**#1 Clinical Endocrinology Publication in Average Issue Readers\*, Average Page Exposures\*, High Readers\*, APEX.\***

### Advertising & Sales

Pharmaceutical Media, Inc.  
30 East 33rd Street, 4th Floor NY, NY 10016  
Phone: 212-685-5010 Fax: 212-685-6126  
Web: [www.pminy.com](http://www.pminy.com)

#### Display Advertising Account Managers:

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John Alberto, 212-904-0364, [jalberto@pminy.com](mailto:jalberto@pminy.com)

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#### Advertising Production Manager:

Monica Griffiths, 212-904-0362, [mgriffiths@pminy.com](mailto:mgriffiths@pminy.com)

### Publishing & Editorial:

Endocrine Society  
2055 L Street NW, Suite 600, Washington, DC 20036  
Phone: 202-971-3636  
Web: [www.endocrine.org](http://www.endocrine.org)

#### Editor-in-Chief:

R. Paul Robertson, MD  
University of Washington, Seattle

#### Established: 1941

#### Origin of Editorial: 100% submitted

**Acceptance of Advertising:** All advertising is subject to the approval of the publisher.

**Ad Placement:** Stacked

#### Circulation

**Total Circulation:** 6,925

**Circulation Breakdown:**

5,054 US : 1,871 International

**Circulation Basis:** Paid, Benefit of Dues

**Circulation Verification:** Sworn Statement

### Advertising Information

**Earned Rates:** Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

**Agency Commission:** 15%

#### B/W Space Charges:

Frequency	Full Page	Half Page	Quarter Page
1x	\$2,950	\$1,975	\$1,425
6x	2,875	1,925	1,375
12x	2,800	1,875	1,325
24x	2,725	1,825	1,275
48x	2,675	1,775	1,225
72x	2,625	1,725	1,175
96x	2,575	1,675	1,125

#### Color Rates (in addition to B/W rates):

Standard Color: \$1,100  
Matched Color: \$1,450  
3/C or 4/Color: \$2,325

#### Preferred Position Premiums:

Cover 2: 35%  
Cover 4: 50%  
All Others: 15%

**Inserts:** Inserts are charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

**Tip-on Cards and Outserts:** Available; sample must be submitted for rate quote.

**Advertising Discount Program:** 10% discount off JCEM when running the same product in the same month of *Endocrine News*.

\*Source: Kantar, December 2016, Tables 119+219 Dia/Endo, O+H

## Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January	Dec 7	Dec 12	Dec 15
February	Jan 4	Jan 11	Jan 20
March	Feb 1	Feb 8	Feb 17
April	Mar 7	Mar 14	Mar 22
May	April 5	April 12	April 21
June	May 4	May 11	May 19
July	June 5	June 12	June 20
August	July 6	July 13	July 21
September	Aug 4	Aug 11	Aug 21
October	Sept 6	Sept 13	Sept 21
November	Oct 5	Oct 12	Oct 20
December	Nov 1	Nov 17	Nov 22

### Bonus Distribution Issues:

March	ENDO 2017
April	American Association of Clinical Endocrinologists
May	American Diabetes Association
September	Clinical Endocrinology Update & EBR
October	American Thyroid Association

## Mechanical Specifications

**Trim Size:** 8.125" x 10.875"

**Live Area:** 7.625" x 10.375"

**Binding:** Perfect

**Paper Stock:** Covers, 80 lb coated; Interior, 40 lb coated

**Halftone Screen:** 150

### Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
1/2 page horizontal	7"	5"	8.375"	5.5"
1/2 page vertical	3.5"	10"	4.125"	11.125"
1/4 page	3.5"	5"		

## Electronic Submission of Advertising Materials:

### PDF files only.

PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

**Advertising files must be submitted to the Endocrine Society's ad portal at**  
[https://endocrine\\_society.sendmyad.com](https://endocrine_society.sendmyad.com)

For portal details contact Monica Griffiths (mgriffiths@pminy.com or 212-904-0362).

### Ship Color Proofs To:

Sheridan NH  
 69 Lyme Road  
 Hanover, NH 03755  
 Attn: Donna Hendee  
 Ph: 603-653-7208

## Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

**Delivered Size:** 8.375" x 11.125"

**Trim:** 1/8" from all four sides; jogs to head

**Stock:** 70 lb minimum; 80 lb maximum

**Quantity:** 7,500 US; 9,000 Full Run

**Packing:** Carton packing preferred with quantity, publication, and month clearly indicated.

### Ship to:

JCEM  
 Sheridan NH  
 Attn: Donna Hendee  
 69 Lyme Road  
 Hanover, NH 03755  
 Ph: 603-653-7208

### Send All Insertion Orders to:

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