



## Endocrine News

*Endocrine News* informs and engages the global endocrine community by delivering timely, accurate, and trusted content covering the practice, research, and profession of endocrinology. The mission of the Endocrine Society is to advance excellence in endocrinology and promote its essential and integrative role in scientific discovery, medical practice, and human health.

## Reaches the Universe of Endocrinologists

### 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

#### Display Advertising Account Managers:

Joe Schuldner, 212-904-0377, jschuldner@pminy.com  
John Alberto, 212-904-0364, jalberto@pminy.com

#### Classified Advertising Account Manager:

Daniel Simone, 212-904-0360, dsimone@pminy.com

#### Advertising Production Manager:

Monica Griffiths, 212-904-0362, mgriffiths@pminy.com

### Publishing & Editorial:

Endocrine Society  
2055 L Street NW, Suite 600, Washington, DC 20036  
Phone: 202-971-3636 Fax: 202-951-2617  
Web: www.endocrine.org

#### Managing Editor:

Mark A. Newman, Endocrine Society

#### Established: 2004

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

**Ad Placement:** Interspersed

### Circulation

**Total Circulation:** 22,020

#### Circulation Breakdown:

15,828 US : 6,192 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	\$3,275	\$2,050	\$1,350
6x	\$3,125	\$2,000	\$1,250
12x	\$2,975	\$1,950	\$1,150
24x	\$2,850	\$1,850	\$1,050
48x	\$2,700	\$1,750	\$950
72x	\$2,600	\$1,650	\$850
96x	\$2,500	\$1,550	\$750

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

Standard Color: \$800  
Matched Color: \$1,150  
3/C or 4/Color: \$1,950

#### Preferred Position Premiums:

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

**Inserts:** 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.

## Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January	Dec 7	Dec 12	Dec 15
February	Jan 4	Jan 9	Jan 19
March	Feb 1	Feb 8	Feb 15
April	Mar 1	Mar 6	Mar 15
May	Apr 5	Apr 12	Apr 20
June	May 4	May 11	May 18
July	Jun 5	Jun 12	Jun 20
August	Jul 6	Jul 13	Jul 20
September	Aug 3	Aug 10	Aug 21
October	Sep 6	Sep 13	Sep 21
November	Oct 5	Oct 12	Oct 19
December	Nov 1	Nov 19	Nov 20

### Bonus Distribution Issues:

March	ENDO 2018
April	AACE
May	American Diabetes Association
August	Clinical Endocrinology Update & EBR
Sept	American Thyroid Association

## Mechanical Specifications

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

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

**Binding:** Perfect

**Paper Stock:** Covers, 100 lb coated; Interior, 60 lb coated

**Halftone Screen:** 150

### Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
½ page horizontal	7"	5"	8.375"	5.5"
½ page vertical	3.5"	10"	4.125"	11.125"
¼ 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://endo.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.

**Trim:** 1/8" from all 4 sides; jogs to head.

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

**Stock:** 70 lb minimum; 100 lb maximum

**Quantity:** 20,000 U.S.; 25,000 Full Run

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

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Ph: 603-653-7208

## Send All Insertion Orders to:

Monica Griffiths  
mgriffiths@pminy.com  
phone: 212-904-0362  
fax: 212-685-6126  
Pharmaceutical Media, Inc.  
30 East 33rd Street, 4th floor  
New York, NY 10016

### FOR MORE INFORMATION

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