



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 5.455.

#1 Clinical Endocrinology Publication in Average Page Exposures* and High Readers*

Advertising & Sales

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Endocrine Society
2055 L Street NW, Suite 600, Washington, DC 20036
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Web: 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: 6,272

Circulation Breakdown:

4,863 US : 1,409 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	\$2,900	\$1,925	\$1,375
12x	\$2,850	\$1,875	\$1,325
24x	\$2,800	\$1,825	\$1,275
48x	\$2,725	\$1,775	\$1,225
72x	\$2,700	\$1,725	\$1,175
96x	\$2,650	\$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: \$2,350

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, June 2017, 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 19
March	Feb 1	Feb 8	Feb 15
April	Mar 7	Mar 14	Mar 22
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 16	Nov 20

Bonus Distribution Issues:

March	ENDO 2018
April	AACE
May	American Diabetes Association
August	Clinical Endocrinology Update & EBR
September	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://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.

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: 6,500 US; 8,000 Full Run

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

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Send All Insertion Orders to:

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