

2020 Advertising Rate Card

Arthritis Care & Research



AMERICAN COLLEGE
OF RHEUMATOLOGY
EDUCATION • TREATMENT • RESEARCH

Arthritis Care & Research, an official journal of the American College of Rheumatology and the Association of Rheumatology Health Professionals (a division of the College), is a peer-reviewed publication that publishes original research, review articles, and editorials that promote excellence in the clinical practice of rheumatology. Relevant to the care of individuals with rheumatic diseases, major topics are evidence-based practice studies, clinical problems, practice guidelines, educational, social, and public health issues, health economics, health care policy, and future trends in rheumatology practice.

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Publisher & Editorial Office

Wiley
111 River Street, Hoboken, NJ 07030
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Circulation

Total Circulation: 4,869

Circulation Basis: Paid, benefit of dues for American College of Rheumatology and Association of Rheumatology Health Professionals membership.

Coverage: United States and International

Markets Served: Rheumatologists, internists, orthopedic surgeons, general practitioners, and others who devote time to practice in this field.

www.wileyonlinelibrary.com/journal/acr



Editorial Information

Editor: Marian T. Hannan, DSC, MPH

Origin of Editorial: 100% submitted

2018 Impact Factor: 4.53

ISI Journal Citation Reports® Ranking 2018:
8/31 (Rheumatology)

Advertising Information

Ask about digital advertising opportunities in Arthritis Care & Research

Earned Rates: Earned page rate is determined by the number of insertions per year in *Arthritis & Rheumatology*, *Arthritis Care & Research*, and *The Rheumatologist* (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Welled.

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

Cover Tips and Outserts Accepted: Contact your sales representative for information.

Advertising Incentive Program: Run an ad in *A&R* and *The Rheumatologist* in the same month and receive a \$100 per-page discount in *The Rheumatologist*, plus a free ad in *AC&R*.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page
1x	\$3,380	\$2,390
6x	\$3,305	\$2,330
12x	\$3,265	\$2,320
24x	\$3,215	\$2,230
48x	\$3,060	\$2,130
72x	\$2,960	\$2,040
96x	\$2,890	\$2,030
120x	\$2,805	\$1,940
240x	\$2,755	\$1,910

Color Rates (in addition to earned B&W rate):

3 or 4-color process: \$2,400

Premium Positions (in addition to earned B&W rate):

2nd Cover: 50%

4th Cover: 50%

All Other Positions: 25%

Inserts: Earned B&W page rate times the number of pages.

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Issuance & Closing Dates

Frequency: Monthly

Mailing Date: Approximately the 5th of every month

ISS	Cover Date	Space Reservation	Materials Due	Inserts Due
72:1	January	11/21/19	11/27/19	12/10/19
72:2	February	12/24/19	12/30/19	1/10/20
72:3	March	1/24/20	1/29/20	2/12/20
72:4	April	2/24/20	2/27/20	3/12/20
72:5	May	3/25/20	3/30/20	4/13/20
72:6	June	4/27/20	4/30/20	5/12/20
72:7	July	5/26/20	5/29/20	6/12/20
72:8	August	6/25/20	6/30/20	7/13/20
72:9	September	7/27/20	7/30/20	8/12/20
72:10	October	8/25/20	8/28/20	9/11/20
72:11	November	9/25/20	9/30/20	10/12/20
72:12	December	10/26/20	10/29/20	11/12/20

Bonus Distribution

Issue	Conference
October	ACR Annual Meeting

Mechanical Requirements

Trim Size: 8.5" x 11"

Live Area: 8" x 10.5"

Paper Stock: Cover: Anthem Gloss Cover; Interior: Liberty Gloss

Halftone Screen: 133

Type of Binding: Perfect

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.375"	10"
1/2 page horizontal	7"	4.875"
1/4 page	3.375"	4.875"

Page Sizes, Bleed	Width	Depth
Full page	8.75"	11.3125"
1/2 page vertical	4.375"	11.3125"
1/2 page horizontal	8.75"	5.625"
Full page spread	17.5"	11.3125"
1/2 page horizontal spread	17.5"	5.625"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.

www.wileyonlinelibrary.com/journal/acr

- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Patti McCormack at pmccormack@pminy.com.
- Media Requirement (for courier transfer): CD-ROM preferred.
- Set up document to trim size and include 3/16" bleed. All fonts and graphics must be embedded.
- Convert all RGB to CMYK
- Changes or updates made to previously submitted material must be resupplied in full with all pages included
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

Multi-page inserts are to be furnished folded (Three samples).

- Delivered size: 2-page inserts: 8.75" x 11.675".
- Trimming: Head 0.5625", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Keep live matter 0.5" from trim.
- Jogs to head.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Insert quantity: 7,500

Contacts

Ship all insertion orders, advertising material, and two insert samples to:

Pharmaceutical Media, Inc.

Attn: Patti McCormack

ACR, Issue

30 East 33rd Street, New York, NY 10016

P: 212-904-0376 ~ E: pmccormack@pminy.com

Ship inserts to:

Sheridan NH (SNH)

Attn: Lisa George

ACR, Issue__

69 Lyme Road

Hanover, NH 03755

E: lisa.george@sheridan.com

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