

2020 Advertising Rate Card

The Rheumatologist



AMERICAN COLLEGE
OF RHEUMATOLOGY
EDUCATION • TREATMENT • RESEARCH



The Rheumatologist, a monthly news magazine from The American College of Rheumatology, helps rheumatologists and rheumatology health professionals enhance their patient care and improve their practice management through concise reporting of practical clinical reviews, discussions of current research and treatments, and legislative actions, updates in academic rheumatology, and presentations of quality improvement initiatives and developments. Each compelling issue contains actionable, evidence-based content.

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Publishing & Editorial

Wiley

111 River Street, Hoboken, NJ 07030

Physician Editor: Philip Seo, MD, MHS

Publisher: Lisa Dionne Lento ~ ldionnelen@wiley.com

Editor: Keri Losavio ~ E: klosavio@wiley.com

Circulation

Total Circulation: 11,864

Circulation Verification: Sworn Statement

Coverage: US

Subscription Data:

- Institutional print only – \$169
- Free and open access online
- Individual – Free to qualified readers. All others –\$155

Editorial Information

The Rheumatologist is an official publication of the American College of Rheumatology (ACR) and the Association of Rheumatology Health Professionals (ARHP).

www.the-rheumatologist.org

Advertising Information

Ask about digital advertising opportunities in **The Rheumatologist**

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: Interspersed.

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

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

Advertising Incentive Programs:

- Buy 11 Get 1 Free: Advertise January through November and run your ad in December for free.
- 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**.

Display Advertising Rates

Frequency	King Page	3/4 Page	1/2 Island	1/4 Page
1x	\$5,135	\$4,540	\$3,980	\$3,315
6x	\$5,015	\$4,410	\$3,915	\$3,215
12x	\$4,925	\$4,330	\$3,850	\$3,160
24x	\$4,915	\$4,255	\$3,840	\$3,050
48x	\$4,730	\$4,130	\$3,675	\$2,930
72x	\$4,640	\$4,030	\$3,570	\$2,830
96x	\$4,575	\$3,975	\$3,470	\$2,740
120x	\$4,450	\$3,850	\$3,350	\$2,620
240x	\$4,330	\$3,745	\$3,280	\$2,530

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

3- or 4-color process: \$2,040

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

2nd Cover	50%
4th Cover:	50%
Opposite Dr. Seo's Editorial:	10%

Positions available on a non-cancelable basis.

Inserts: Charged at the earned B&W page rate.

WILEY

The Rheumatologist

Issuance & Closing Dates

Frequency: 12x per year

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	12/4/19	12/9/19	12/20/19
February	1/6/20	1/9/20	1/20/20
March	2/4/20	2/7/20	2/20/20
April	3/4/20	3/9/20	3/20/20
May	4/6/20	4/9/20	4/20/20
June	5/5/20	5/8/20	5/20/20
July	6/3/20	6/9/20	6/19/20
August	7/6/20	7/9/20	7/20/20
September	8/4/20	8/7/20	8/20/20
October	9/3/20	9/9/20	9/21/20
November	10/5/20	10/8/20	10/20/20
December	11/3/20	11/9/20	11/20/20

Bonus Distribution:

- October – ACR Annual Meeting

Mechanical Requirements

Trim Size: 10.875" x 15"

All ads must be set to trim size with live matter 0.25" from final trim size.

Ad Sizes, Non-Bleed	Width	Depth
King page	9.875"	13.875"
3/4 page vertical	7.375"	13.625"
Island half	7.375"	10"
1/2 page vertical	4.875"	13.875"
1/2 page horizontal	9.875"	7"
1/4 page vertical	4.875"	7"
3/4 page horizontal	9.875"	10"
Ad Sizes, Bleed	Width	Depth
King page	11.125"	15.25"
King spread	22"	15.25"
1/2 page horizontal spread (gutter bleed only)	20.75"	7"
Island half spread (gutter bleed only)	15.625"	10"

Paper Stock: 50 lb. coated.

Halftone Screen: 133.

Type of Binding: Saddle stitch

Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Patti McCormack at pmccormack@pminy.com prior to submitting a file via FTP.
- Set up document to trim size with text at least 0.25" from the final trim size.
- All fonts & 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

- King insert supplied size: 11" x 15.25", includes 0.125" trim from head, foot and face. No gutter grind-off. Jogs to head.
- Island insert supplied size: 8.125" x 11", includes 0.125" trim from head. No gutter grind-off. Jogs to head.
- Supply multiple-leaf inserts folded.
- Quantity: 13,200
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.

Contacts

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

Pharmaceutical Media Inc.

Attn: Patti McCormack
30 East 33rd Street
New York, NY 10016
P: 212-904-0376 ~ E: pmccormack@pminy.com

Ship inserts to:

Hess Print Solutions (HPS)

Attn: Audrey Thomas
The Rheumatologist, Issue: _____
3765 Sunnybrook Road
Brimfield, OH 44240
E: audreyt@bangprinting.com