

Advertising & Sales Offices

North America Advertising:

Pharmaceutical Media, Inc., 30 East 33rd St, NY, NY 10016

Kathleen Malseed

215-427-0392

kmalseed@pminy.com

Patti McCormack

212-904-0376

pmccormack@pminy.com

North America Reprints & Supplements:

Oxford University Press, 198 Madison Ave, NY, NY 10016

Allan Kolstein (Reprints)

212-743-8302

allan.kolstein@oup.com

Marnie Vandenburg (Supplements)

267-241-9397

marnie.vandenburg@oup.com

Rest of World Advertising:

Oxford University Press, Great Clarendon St, Oxford OX2 6DP

Naomi Reeves

+44 (0)1865 355 396

naomi.reeves@oup.com

Rest of World Reprints & Supplements:

Oxford University Press, Great Clarendon St, Oxford OX2 6DP

Sarah Heaviside (Reprints)

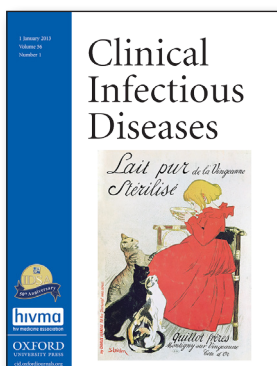
+44 (0)1865 353 827

sarah.heaviside@oup.com

Marnie Vandenburg (Supplements)

001-267-241-9397

marnie.vandenburg@oup.com



Clinical Infectious Diseases

CID is a leading journal in the field of infectious disease with a broad world-wide readership. *CID* publishes articles on a variety of subjects of interest to practitioners and researchers. Topics range from clinical

descriptions of infections, public

health, microbiology, and immunology to the prevention of infection, the evaluation of current and novel treatments, and the promotion of optimal practices for diagnosis and treatment. The journal publishes original research, editorial commentaries, review articles, and practice guidelines and is among the most highly cited journals in the field of infectious diseases.

Circulation

Print Circulation: 10,432

Geographic breakdown:

North America: 87%

Rest of World: 13%

Circulation Basis:

Paid, benefit of dues

Circulation Verification:

Sworn Statement

Editorial Information

Editor:

Sherwood L. Gorbach, M.D.

Tufts Medical Center

Peer-Reviewed:

Yes

Acceptance Rate:

9%

Impact Factor:

9.374

Category/Rank:

Infectious Diseases 2/69

Microbiology 7/116

Immunology 9/135



The Journal of Infectious Diseases

Published continuously since 1904, *JID* is the premier global journal for original research on infectious diseases. The editors welcome Major Articles and Brief Reports describing research results on microbiol-

ogy, immunology, epidemiology, and related disciplines, on the pathogenesis, diagnosis, and treatment of infectious diseases; on the microbes that cause them; and on disorders of host immune responses.

Circulation

Print Circulation: 10,254

Geographic breakdown:

North America: 88%

Rest of World: 12%

Circulation Basis:

Paid, benefit of dues

Circulation Verification:

Sworn Statement

Editorial Information

Editor:

Martin S. Hirsch, M.D.

Mass General Hospital

Peer-Reviewed:

Yes

Acceptance Rate:

20%

Impact Factor:

5.848

Category/Rank:

Infectious Diseases 5/69

Microbiology 13/116

Immunology 20/135

<http://cid.oxfordjournals.org>

<http://m.cid.oxfordjournals.org>

<http://jid.oxfordjournals.org>

<http://m.jid.oxfordjournals.org>

Print Advertising Rates

Earned Frequency Rate: Earned page rate is determined by the number of full or fractional pages per calendar year. Each counts 1x toward the earned rate (e.g. 4 half pages and 2 full pages earn the 6x rate).

Combination Frequency: Ad units that run in *Clinical Infectious Diseases* and *The Journal of Infectious Diseases* combine to achieve maximum rate frequency.

Agency Commission: 15%

Advertisers' Incentive Program

Place one ad in *Clinical Infectious Diseases* at full rate card cost and receive a 50% discount on *The Journal of Infectious Diseases*. Ad must be for the same product, in the same month.

2014 BW Page Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,835	\$1,770	\$1,190
3x	2,770	1,725	1,160
6x	2,695	1,685	1,135
12x	2,585	1,610	1,080
24x	2,470	1,540	1,030
48x	2,340	1,455	980
72x	2,270	1,415	955
96x	2,200	1,380	925
144x	2,100	1,305	880
196x	1,940	1,210	815
248x	1,785	1,110	745

Color Rates: Add the following to the earned BW rate:

Standard Color: \$825

Matched Color: \$1,030

Four Color: \$2,225

Preferred Position Premium:

Cover 4: 50%

Cover 2: 40%

Facing First Editorial: 15%

Facing Table of Contents: 15%

Inserts: Earned BW rate times the number of pages.

Split Run Charge: \$1,000, non-commissionable

Cover Tips Outserts: Prices available on request.

Mechanical Specifications

Trim Size: 8-1/4" x 10-7/8"

Binding: Perfect

Live Area: 7-3/4" x 10-3/8"

Halftone Screen: 150

Ad Sizes	Non-Bleed	Bleed
	Width x Height	Width x Height
Full Page	7" x 10"	8-1/2" x 11-1/8"
1/2 page vertical	3-3/8" x 10"	4-3/8" x 11-1/8"
1/2 page horizontal	7" x 4-7/8"	8-1/2" x 5-5/8"
1/4 page	3-3/8" x 4-7/8"	

Digital File Requirements

Required Format: PDF/X-1a or later

Minimum Resolution: 300 dpi

Checklist Before Submitting:

- Convert all RGB color to CMYK
- All fonts and graphics must be embedded
- Multipage ads should be submitted as separate pages
- Submit all elements at 100%
- Do not nest EPS files
- Set up document to trim size and include 1/8" bleed
- Keep trim marks outside the bleed area

Submission of Ads:

FTP Delivery (preferred)

Address: ftp://ftp.pminy.com

User Name: pmiftpuser

Password: \$130Sales

Upload the file into the *CID* or *JID* folder and send email notification to pmccormack@pminy.com

CD-ROM Delivery: Send disk and proofs to

Pharmaceutical Media, Inc.

Attn: Patti McCormack

30 East 33rd St, 4th Fl, NY, NY 10016 Tel: 212-904-0376

Insert Requirements

- Submit sample for approval.
- All inserts must be furnished printed, folded, untrimmed, and ready to bind.

Trim: 3/16" head, 1/8" foot, gutter, and face

Jog: Head

Delivered Size: 8-1/2" x 11-1/8". Keep live matter 1/4" from trim.

Stock: 40 lb. Minimum; 100 lb. Maximum

Quantity: 11,000 U.S. Only

14,000 Full Run

500 Additional for Bonus Distribution issues

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

Ship Inserts to:

Cenveo Publisher Services (Journal Name, Issue)

Attn: Lori Querry

3575 Hempland Rd, Lancaster, PA 17601

Tel: 717-285-6832

Contact us for more information:
Pharmaceutical Media Inc.
212-685-5010

ISSUANCE & CLOSING DATES

Both *Clinical Infectious Diseases* and *The Journal of Infectious Diseases* are published 24x a year.

Volume/Issue	Issue Date	Space Close	R.O.B. Materials	Insert Delivery	Mail Date	Bonus Distribution
CID 58(1) JID 209(1)	Jan 1	Nov 19	Nov 21	Dec 3	Dec 20	
CID 58(2) JID 209(2)	Jan 15	Nov 27	Dec 2	Dec 12	Jan 8	
CID 58(3) JID 209(3)	Feb 1	Dec 10	Dec 12	Jan 2	Jan 23	
CID 58(4) JID 209(4)	Feb 15	Jan 2	Jan 3	Jan 20	Feb 7	
CID 58(5) JID 209(5)	Mar 1	Jan 15	Jan 20	Feb 4	Feb 24	
CID 58(6) JID 209(6)	Mar 15	Jan 29	Feb 3	Feb 18	Mar 7	
CID 58(7) JID 209(7)	Apr 1	Feb 12	Feb 17	Mar 4	Mar 21	
CID 58(8) JID 209(8)	Apr 15	Feb 26	Mar 3	Mar 18	Apr 7	ECCMID
CID 58(9) JID 209(9)	May 1	Mar 12	Mar 17	Apr 2	Apr 24	
CID 58(10) JID 209(10)	May 15	Mar 26	Mar 31	Apr 18	May 9	
CID 58(11) JID 209(11)	Jun 1	Apr 9	Apr 11	May 1	May 21	
CID 58(12) JID 209(12)	Jun 15	Apr 30	May 2	May 20	Jun 6	
CID 59(1) JID 210(1)	Jul 1	May 15	May 20	Jun 4	Jun 23	IAS
CID 59(2) JID 210(2)	Jul 15	Jun 2	Jun 6	Jun 18	Jul 9	
CID 59(3) JID 210(3)	Aug 1	Jun 12	Jun 17	Jul 3	Jul 22	
CID 59(4) JID 210(4)	Aug 15	Jul 1	Jul 3	Jul 18	Aug 7	ICAAC
CID 59(5) JID 210(5)	Sep 1	Jul 15	Jul 18	Aug 4	Aug 22	
CID 59(6) JID 210(6)	Sep 15	Jul 28	Jul 31	Aug 15	Sep 8	
CID 59(7) JID 210(7)	Oct 1	Aug 13	Aug 15	Sep 2	Sep 19	ID Week
CID 59(8) JID 210(8)	Oct 15	Aug 29	Sep 3	Sep 17	Oct 8	AASLD
CID 59(9) JID 210(9)	Nov 1	Sep 12	Sep 16	Oct 1	Oct 21	
CID 59(10) JID 210(10)	Nov 15	Sep 29	Oct 1	Oct 17	Nov 5	
CID 59(11) JID 210(11)	Dec 1	Oct 15	Oct 20	Nov 3	Nov 21	
CID 59(12) JID 210(12)	Dec 15	Oct 28	Nov 3	Nov 17	Dec 8	

Bonus Distribution:

ECCMID

May 10-13 • Barcelona, Spain

International AIDS Society

July 20-15 • Melbourne, Australia

ICAAC

Sept 6-9 • Washington, DC, USA

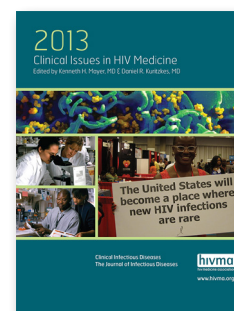
ID WEEK

Oct 8-12 • Philadelphia, PA, USA

AASLD's The Liver Meeting

Nov 7-11 • Boston, MA, USA

Clinical Issues in HIV Medicine



is an annual compendium of select HIV/AIDS articles published in *CID* and *JID*, representing topics in HIV medicine and HIV-related clinical research. It is

mailed to all members of the HIV Medicine Association (hivma) and distributed at key meetings.

Coming Soon



Open Forum Infectious Diseases (OFID), launching in 2014, will provide a global forum for the rapid publication of clinical, translational,

and basic research findings in a fully Open Access, online journal environment. The journal reflects the broad diversity of the field of infectious diseases, and focuses on the intersection of biomedical science and clinical practice, with a particular emphasis on knowledge that holds the potential to improve patient care in populations around the world.

Digital Advertising Opportunities

Mobile, website and email opportunities are available, offering global reach and access to key target audiences. Here is the opportunity to integrate online advertising with print campaigns.

APP Advertising Available in 2014



Website Advertising

Clinical Infectious Diseases (CID)

<http://cid.oxfordjournals.org>

- Unique Monthly Visitors: 139,000
- Total Monthly Visits: 234,000
- Total Monthly Page Views: 700,000
- Monthly Ad Inventory (USA only): 800,000 Ad Imps
- Monthly Ad Inventory (Global): 1,950,000

Journal of Infectious Diseases (JID)

<http://jid.oxfordjournals.org>

- Unique Monthly Visitors: 37,000
- Total Monthly Visits: 72,000
- Total Monthly Page Views: 245,000
- Monthly Ad Inventory (USA only): 225,000 Ad Imps
- Monthly Ad Inventory (Global): 680,000

Pricing (Web)

\$70 CPM: Run of Site & Global Audience

\$80 CPM: Targeted: USA Only or other specific countries

Additional Information & Options

- Creative Sizes: 728x90, 120/160x600
- Creative Types: GIFs, JPEGs & Flash/SWF
- 3rd Party Tags: Yes, acceptable (DFA, Pointroll, MediaMind etc.)
- Geo-Targeting of Campaigns Available (Global, USA Only & Specific Countries)
- Roadblock of Homepage & Other Pages

eMail Advertising

Clinical Infectious Diseases (CID) – eTOC & Advance Alerts

All Monthly Deployments

- Subscribers: 5,287
- Unique Open Rate: 24%
- Average CTR for Ads: 0.55%
- Average Impressions: 16,000
- Ad Size: 120x600 or 160x600
- Cost Per Month: \$4,000

Journal of Infectious Diseases (JID) – eTOC & Advance Alerts

All Monthly Deployments

- Subscribers: 4,846
- Open Rate: 14%
- Average CTR for Ads: 0.14%
- Average Impressions: 10,000
- Ad Size: 120x600 or 160x600
- Cost Per Month: \$2,000

Additional Information & Options Available for eTOC Campaigns

- Creative Types: GIFs & JPEGs
- 3rd Party Tags: No – Image & Click URL

Orders and Ad Materials to:

Samir Delgado
 Digital Operations Manager
 Pharmaceutical Media, Inc.
 212-904-0369 adops@pminy.com

Contact us for more information:
 Pharmaceutical Media Inc.
 212-685-5010

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