

Print Circulation: 26,967
Frequency 14 issues per year

Advertising & Sales Office

Pharmaceutical Media, Inc.
4 South Orange Avenue, #504, South Orange, NJ 07079

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Advertising Production

Susan Tagliaferro - stagliaferro@pminy.com - 917.596.5201

2024 Advertising Rates

Earned Rates: Earned page rate is determined by the number of pages per year.

Agency Commission: 15%

B/W Space Charges:

	King	3/4 Page	1/2 Isl	1/2 Page	1/4 Page
1X	\$5,995	\$5,575	\$4,765	\$4,605	\$2,680
3X	\$5,950	\$5,465	\$4,715	\$4,555	\$2,655
6X	\$5,870	\$5,410	\$4,665	\$4,505	\$2,630
12X	\$5,785	\$5,360	\$4,605	\$4,445	\$2,600
24X	\$5,735	\$5,250	\$4,555	\$4,395	\$2,575
36X	\$5,650	\$5,200	\$4,505	\$4,340	\$2,545
48X	\$5,625	\$5,175	\$4,445	\$4,285	\$2,520
60X	\$5,600	\$5,140	\$4,420	\$4,235	\$2,490
72X	\$5,575	\$5,115	\$4,395	\$4,180	\$2,465
84X	\$5,545	\$5,090	\$4,370	\$4,155	\$2,440
96X	\$5,520	\$5,065	\$4,340	\$4,130	\$2,415
120X	\$5,490	\$5,035	\$4,315	\$4,095	\$2,385
144X	\$5,465	\$5,010	\$4,285	\$4,070	\$2,355

Color Rates: (in addition to B/W rates): 4 Color: \$2,650

Preferred Position Premiums:

Cover 2: 50% | Cover 4: 50% | Center Spread: 25%

Inserts: Billed at earned page rate

Tip-on Cards and Outserts: Submit sample for rate quote

Advertising Incentive Program: Place the same brand ad in ASH Clinical News and Blood in the same month and receive a \$500 per page gross discount in ASH CLINICAL NEWS

Issue Date	Close Date	Materials	Inserts	Special Features
January 16	12/11/23	12/20/23	12/27/23	CONF. COVERAGE SPECIAL 2023 ASH Annual Meeting
February 5	01/2/24	1/5/24	1/12/24	
March 4	1/30/24	2/5/24	2/12/24	
April 1	2/28/24	3/4/24	3/11/24	
May 6	4/3/24	4/5/24	4/12/24	BONUS DIST. 2024 ASCO Annual Meeting
June 3	5/1/24	5/3/24	5/10/24	
July 1	5/28/24	6/4/24	6/11/24	
July 15	6/14/24	6/20/24	6/27/24	2024 ASCO & EHA Annual Meetings
August 5	6/28/24	7/5/24	7/12/24	BONUS DISTRIBUTION ASH Meeting Hematologic Malignancies
September 3	7/31/24	8/5/24	8/12/24	
October 7	9/4/24	9/5/24	9/12/24	
November 4	10/2/24	10/4/24	10/11/24	
November 18	10/16/24	10/18/24	10/5/24	CONF. COVERAGE SPECIAL 66th ASH Annual Meeting Preview
December 2	10/29/24	11/4/24	11/12/24	BONUS DISTRIBUTION 66th ASH Annual Meeting

Mechanical Specifications

Trim Size: 10.875" x 15"

Live Are: 10.375" x 14.5"

Binding: Saddle Stitch

Ad Sizes	Non-Bleed	Bleed
King Spread	20" x 14"	21.25" x 15.25"
King Page	9.5" x 13.875"	10.75" x 15.25"
Island Spread	13.5" x 9"	14.875" x 10"
Island Page	7" x 10"	7.25" x 10.25"
3/4 Horizontal	9.5" x 10"	9.75" x 10.25"
1/2 Vertical	4.5" x 13.875"	4.75" x 15.25"
1/2 Horizontal	9.5" x 7"	9.75" x 7.25"
1/4 Box	4.5" x 7"	4.75" x 7.25"
1/4 Vertical	2.25" x 13.875"	2.5" x 15.25"

Reproduction Requirements (ROB):

Digital Files Required

Preferred Format: PDF/X-1a

Check list Before Submission:

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area

Asset Delivery:

Susan Tagliaferro - stagliaferro@pminy.com

Insert Requirements:

Quantity: 29,500 required, 31,500 for the December issue. Both include spoilage.

Paper weight: 80# maximum

Specifications: King Size – 10.75" x 15.25"

(0.125" head, foot, and face trim will be applied)

Ship inserts to:

Hess Print Solutions (HPS)
Attn: Stephanie Getz
Sheridan Ohio
3765 Sunnybrook Rd
Brimfield, Ohio 44240

Send All Insertion Orders to:

Susan Tagliaferro - stagliaferro@pminy.com

ADVERTISING AND REPRINT PRODUCTION

TERMS AND CONDITIONS

DEFINITIONS

1. In these terms and conditions:
 - (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
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7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the

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Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.

9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications. .
11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.
13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.
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 - (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("IAB Terms") ([link](#)) will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and

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‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b))
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws’)
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

REPRINT TERMS

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of

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CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley’s discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days’ written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Order sent to printer / Proof compiled	10%
Proof approved by customer	25%
ePrint created	35%
Copies printed/ePrint supplied	100%
Translations	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Translation work started	50%
Proof approved by customer	75%
ePrint created	35%
Copies printed/ePrint supplied	100%

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 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
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39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
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