

Print Circulation: 11,000  
Frequency 12 issues per year

## Advertising & Sales Office

Pharmaceutical Media, Inc.

4 South Orange Avenue, #504, South Orange, NJ 07079

Kathleen Malseed - kmalseed@pminy.com - 215.852.9824

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## Advertising Production

Patti McCormack - pmccormack@pminy.com - 212.904.0376

## 2025 Advertising Rates

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

**Agency Commission:** 15%

## B/W Space Charges:

Frequency	King Page	3/4 Page	1/2 Isl.	1/4 Page
1X	\$5,840	\$5,160	\$4,530	\$3,770
6X	\$5,700	\$5,020	\$4,455	\$3,650
12X	\$5,605	\$4,925	\$4,380	\$3,595
24X	\$5,595	\$4,840	\$4,370	\$3,465
48X	\$5,380	\$4,700	\$4,180	\$3,340
72X	\$5,280	\$4,580	\$4,065	\$3,220
96X	\$5,210	\$4,520	\$3,950	\$3,115
120X	\$5,065	\$4,380	\$3,805	\$2,980
240X	\$4,925	\$4,265	\$3,735	\$2,880

## Color Rates: (in addition to B/W rates)

4 Color: \$2,080

## Preferred Position Premiums:

Cover 2: 50%  
Cover 4: 50%  
Center Spread: 40%

**Inserts:** Billed at earned page rate

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

**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*.

Issue Date	Reservation	Material Due	Inserts Due	Mail
January	11/25	11/29	12/19	1/13
February	1/3	1/7	1/22	2/13
March	2/3	2/6	2/20	3/17
April	3/3	3/6	3/20	4/11
May	4/2	4/7	4/21	5/12
June	5/2	5/7	5/21	6/13
July	6/2	6/5	6/19	7/14
August	7/2	7/7	7/21	8/11
September	8/4	8/7	8/20	9/15
October	9/2	9/5	9/19	10/13
November	10/2	10/7	10/21	11/10
December	11/3	11/6	11/20	12/15

## Mechanical Specifications

**Trim Size:** 10.875" x 15"

**Live Are:** 10.375" x 14.5"

**Binding:** Saddle Stitch

**Paper Stock:** 50 lb coated

Page 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"
Page Sizes, Bleed	Width	Depth
King page	11.125"	15.25"
King spread	22"	15.25"
1/2 pge H spread (gutter bleed only)	20.75"	7"
Island half spread (gutter bleed only)	15.625"	10"

## Reproduction Requirements (ROB):

### Digital Files Required

**Preferred Format:** PDF/X-1a

### Check list Before Submission:

- Convert all RBG 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:

Patti McCormack - pmccormack@pminy.com

## Insert Requirements:

**Delivered Size:** 10.875" x 15.3125"

**Trim:** .125" of face and foot, .1875 off head

**Stock:** Not to exceed 100 lb coated

**Quantity:** 12,000

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

## Ship inserts to:

Sheridan  
Attn: Shawwna Kuntzman  
The Rheumatologist - Issue date  
3765 Sunnybrook Road  
Brimfield, OH 44240

## Send All Insertion Orders to:

**Patti McCormack:** pmccormack@pminy.com

# ADVERTISING AND REPRINT PRODUCTION

## TERMS AND CONDITIONS

### DEFINITIONS

1. In these terms and conditions:
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- (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)

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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
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Translation work started	50%
Proof approved by customer	75%
ePrint created	35%
Copies printed/ePrint supplied	100%

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