

Diabetes Abstract Book

PUBLISHED JUNE 2009

Rate Sheet Number 61 Effective January 2009

EDITORIAL PROFILE

DIABETES ABSTRACT BOOK is published annually in conjunction with the American Diabetes Association Scientific Sessions. Articles include abstracts of all papers presented at the meeting, listings of the scientific programs, and profiles of award recipients.

READER PROFILE

DIABETES ABSTRACT BOOK is read by ADA Professional Section Members, non-member subscribers to DIABETES, and attendees of the Scientific Sessions, including physicians, medical researchers, epidemiologists, endocrinologists, psychologists, nurses, diabetes educators, and dietitians. DIABETES ABSTRACT BOOK is referred to numerous times throughout the year by ADA professional members and others.

Many who are unable to attend ADA's Scientific Sessions look forward to its publication each year, to help them stay abreast of new developments and trends.

ADVERTISING RATES

Black/White

Full Page \$9,480

1/2 Page \$6,320

Color Rates

Standard color (cyan, magenta, yellow), per page or fraction, extra \$900

Matched PMS color, per page or fraction, extra \$1,120

3- or 4-color, per page or fraction, extra \$2,980

Covers

2nd Cover 4-Color rate plus 40%

3rd Cover 4-Color rate plus 20%

4th Cover 4-Color rate plus 50%

INSERTS

Single Sheet (2 pages) 1x 4-color rate/frequency discount applies

Double Sheet (4 pages) 2x 4-color rate/frequency discount applies

Standard Business Reply Card (4" x 6"): \$9,480

Double cards folded to standard 4" x 6" size (4" x 12" folded to 4" x 6" size): \$14,220. Other business reply cards and cards placed in the Cover 2 form break are subject to additional charges. Rates available upon request.

CLOSING DATES

Space Close April 1, 2009

Materials Due April 10, 2009

Supplied Inserts Due April 24, 2009

Mail Date June 2009

Cancellation Dates: Orders are not cancelable after closing dates.

Binding: Perfect bound

Trim Size: 8¼" x 10⅞"

MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
Two-Page Spread*	15¾" x 10⅞"	17" x 11⅞"
Single Page	7⅞" x 10⅞"	8½" x 11⅞"
1/2 Page Horizontal	7⅞" x 5"	8½" x 5⅞"
1/2 Page Vertical	3½" x 10⅞"	4½" x 11⅞"

*Bleed measurement includes ⅛" gutter area on both pages

MATERIAL REQUIREMENTS

Materials for publication must be submitted as high-resolution, press-ready PDF files (XLA compliant). Native files are not accepted. Files must be set up for trim size and allow for bleed. Files may be supplied on CD or DVD. Art must be CMYK and scanned at 300 DPI. Match print with SWOP-standard color bars required.

SHIPPING RUN-OF-BOOK AD MATERIALS

Label materials with publication and issue month.

American Diabetes Association
Attn: Julie DeVoss
1701 North Beauregard Street
Alexandria, Virginia 22311
703-299-5511

INSERT QUANTITIES

Please call the Advertising Production Specialist at 703-299-5511 to confirm insert quantities for each issue.

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Essential matter must be ½" inside trim all around. Stock accepted up to 80# book weight; a charge will apply for heavier stock. Inserts jog to head. Allow for ⅞" trim all around. Furnish folded with sample marked for binding edge. Trim to 8 ½" x 11 ⅞".

SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied.

Port City Press—Cadmus
ADA ABSTRACT BOOK
Attn: Lisa Champagne
1323 Greenwood Road
Baltimore, MD 21208

RELEASE OF MATERIAL

Material cannot be released until after the issue date. All material not requested within 12 months after the issue date will be destroyed.

REPRINT INFORMATION

For reprint information for American Diabetes Association journals, please call Cadmus Professional Communications Reprint Services at 410-691-6274 (toll-free 888-853-3951) or e-mail reprints2@cadmus.com.

Incomplete or incorrect materials, and materials received after the published deadline, will be subject to additional charges.

The Jackson-Gaeta Group
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forecast.diabetes.org/for-advertisers

Professional Section Membership Directory

PUBLISHED JANUARY 2010

Rate Sheet Number 61 Effective January 2009

EDITORIAL PROFILE

The PROFESSIONAL SECTION MEMBERSHIP DIRECTORY is the essential resource for medical professionals involved in diabetes treatment. The directory contains a complete listing of all American Diabetes Association Professional Section Members, organized by name, geographic location, and specialty.

READER PROFILE

The PROFESSIONAL SECTION MEMBERSHIP DIRECTORY is read by endocrinologists, nurses, diabetes educators, dietitians and medical researchers. It contains a wealth of information and has become an essential reference tool for locating colleagues and making patient referrals. Endocrinologists, nurses, diabetes educators, dietitians, and medical researchers refer to the PROFESSIONAL SECTION MEMBERSHIP DIRECTORY countless times throughout the year.

ADVERTISING RATES

Black/White

Full Page \$11,130

1/2 Page \$7,430

Color Rates

Standard color (cyan, magenta, yellow), per page or fraction, extra \$900

Matched PMS color, per page or fraction, extra \$1,120

3- or 4-color, per page or fraction, extra \$3,500

Covers

2nd Cover 4-Color rate plus 40%

3rd Cover 4-Color rate plus 20%

4th Cover 4-Color rate plus 50%

INSERTS

Single Sheet (2 pages) 1x 4-color rate/frequency discount applies

Double Sheet (4 pages) 2x 4-color rate/frequency discount applies

Standard Business Reply Card (4" x 6"): \$11,130

Double cards folded to standard 4" x 6" size (4" x 12" folded to 4" x 6" size): \$16,700

Other business reply cards and cards placed in the Cover 2 form break are subject to additional charges. Rates available upon request.

CLOSING DATES

Space Close October 1, 2009

Materials Due October 13, 2009

Supplied Inserts Due November 10, 2009

Mail Date January 2010

Cancellation Dates: Orders are not cancelable after closing dates.

Binding: Perfect bound

Trim Size: 8 1/2" x 10 7/8"

MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
Single Page	7 7/8" x 10 1/4"	8 3/4" x 11 1/8"
1/2 Page Horizontal	7 7/8" x 5"	8 3/4" x 5 1/2"
1/2 Page Vertical	3 3/4" x 10 1/4"	4 1/4" x 11 1/8"

MATERIAL REQUIREMENTS

Materials for publication must be submitted as high-resolution, press-ready PDF files (XLA compliant). Native files are not accepted. Files must be set up for trim size and allow for bleed. Files may be supplied on CD or DVD. Art must be CMYK and scanned at 300 DPI. Match print with SWOP-standard color bars required.

SHIPPING RUN-OF-BOOK AD MATERIALS

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