

Diabetes Care

Rate Sheet Number 61

Effective January 2009

Circulation/frequency: 13,555/monthly

A member of Audit Bureau of Circulations



EDITORIAL PROFILE

DIABETES CARE has the highest circulation among journals in the field of endocrinology/metabolism, and it is the most cited journal devoted exclusively to clinical diabetes research.* This monthly professional journal includes reviews and commentaries on pressing issues in diabetes care, as well as original manuscripts on human studies relating to clinical care, education and nutrition, epidemiology and health services, and emerging treatment, and technologies.

READER PROFILE

DIABETES CARE is the #1 journal among leading clinicians treating diabetes — it is the must-read publication for learning about the latest clinical research and clinical practice standards among both physicians and the increasingly influential nurse practitioner community. The clinicians who read DIABETES CARE spend more than half of their time in direct patient care, and they frequently engage in professional education activities. Readers include endocrinologists, epidemiologists, diabetes educators, and other health professionals.

DISPLAY ADVERTISING

Black/White Rates	1x	6x	12x	24x	36x	48x	60x	72x	96x
Full Page	\$3,150	\$3,030	\$2,920	\$2,850	\$2,820	\$2,780	\$2,750	\$2,730	\$2,690
1/2 Page	\$2,110	\$2,030	\$1,950	\$1,910	\$1,890	\$1,860	\$1,850	\$1,810	\$1,790
1/4 Page	\$1,510	\$1,470	\$1,410	\$1,370	\$1,350	\$1,330	\$1,320	\$1,310	\$1,290

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 \$2,530

Covers

2nd Cover 4-Color rate plus 15%

3rd Cover 4-Color rate plus 10%

4th Cover 4-Color rate plus 20%

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"): \$3,150

Double cards folded to standard 4" x 6" size (4" x 12" folded to 4" x 6" size): \$4,730

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

DISCOUNTS

Frequency discount applies to combined calendar year advertising in *Diabetes Forecast*, *Diabetes*, *Diabetes Care*, *Clinical Diabetes*, and *Diabetes Spectrum*.

SPECIAL PROGRAMS:

- Run 6 full-page paid advertisements and get the 7th full-page free. Products must be the same. Larger advertisements earn equivalent free space.

Or

- Run 10 full-page paid advertisements and get the 11th and 12th full-page advertisements free. Products must be the same. Larger advertisements earn equivalent free space.

CLOSING DATES

Issue	Space Close	Material Due	Inserts Due
January	Dec 1	Dec 3	Dec 8
February	Jan 2	Jan 3	Jan 7
March	Feb 2	Feb 4	Feb 6
April	Mar 2	Mar 4	Mar 6
May	Apr 1	Apr 3	Apr 7
June	May 1	May 4	May 7
July	Jun 1	Jun 3	Jun 5
August	Jul 1	Jul 3	Jul 6
September	Aug 3	Aug 5	Aug 7
October	Sep 1	Sep 3	Sep 7
November	Oct 1	Oct 2	Oct 7
December	Nov 2	Nov 4	Nov 6

Cancellation Dates: Orders are not cancelable after closing dates.

Binding: Perfect bound

Trim Size: 8¼" x 10⅞"

* Thomson ISI, Journal Citation Report, 2006

MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
Two-Page Spread*	15 $\frac{3}{4}$ " x 10 $\frac{3}{8}$ "	17" x 11 $\frac{1}{8}$ "
Single Page	7 $\frac{7}{8}$ x 10 $\frac{3}{8}$	8 $\frac{1}{2}$ x 11 $\frac{1}{8}$
1/2 Page Horizontal	7 $\frac{7}{8}$ x 5	Not available
1/2 Page Vertical	3 $\frac{1}{2}$ x 10 $\frac{3}{8}$	Not available
1/4 Page	3 $\frac{1}{2}$ x 5	Not available

*Bleed measurement includes $\frac{1}{8}$ " 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.

INSERT SPECIFICATIONS

Essential matter must be $\frac{1}{2}$ " inside trim all around. Stock accepted to 70# book weight; a charge will apply for heavier

stock. Inserts jog to head. Allow for $\frac{1}{8}$ " head trim, $\frac{1}{8}$ " foot trim, $\frac{1}{8}$ " face trim and $\frac{1}{8}$ " for grind off on binding edge. Finish folded with sample marked for binding edge. Trim to 8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ ".

SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied.

Cadmus Specialty Publications—Insert Storage
DIABETES CARE
Attn: Elizabeth Jones
2901 Byrdhill Road
Richmond, VA 23228

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.

CONTACTS

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CONSUMER ADVERTISING REPRESENTATIVES

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PHARMACEUTICAL

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Additional information may be found at:
forecast.diabetes.org/for-advertisers