

MATERIAL REQUIREMENTS

All new advertisements must be reviewed by ADA's review committee to assure compliance with ADA policies. PDFs of advertisements should be emailed to the Advertising Production Specialist (adproduction@diabetes.org) at least 10 days in advance of Material Closing.

Materials for publication must be submitted as high-resolution, press-ready PDF files (PDF:X-1a). 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.

Match print with SWOP-standard color bars required. If press-quality match print is not supplied, color accuracy cannot be guaranteed. Incomplete or incorrect materials, and materials received after the published deadline, will be subject to additional charges.

SHIPPING RUN-OF-BOOK AD MATERIALS

Label materials with publication and issue month.

SHIP TO:

American Diabetes Association
Attn: Julie DeVoss
1701 North Beauregard Street
Alexandria, VA 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

- **Inserts:** Essential matter must be 1/2" inside trim all around. Stock accepted up to 80# book weight. Inserts jog to foot. Allow for 1/8" head trim (3/8" maximum), 1/8" minimum face trim, and 1/8" foot trim. Furnish folded with 1/8" grind off on the binding edge. Trim to 8 7/16" x 10 3/4".
- **Business Reply Cards** must conform to United States Postal Service requirements for bind-in cards. Only a limited number of BRCs can be accommodated in an issue. BRC requests are filled on a first-come, first-served basis. **Furnish Advertising Production Specialist a sample marked for insertion in advance of printing.** BRCs jog to foot. Please allow 3/8" between gutter and any perforation. Must allow for 1/8" grind off on the binding edge and 1/8" foot trim.

SHIPPING SUPPLIED INSERTS

Label shipment with issue month and number of inserts supplied. Must call for delivery appointment: 859-238-7910

SHIP TO:

R.R. Donnelley
Danville Manufacturing
3201 Lebanon Rd.
Danville, KY 40422

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.

CONTACTS

American Diabetes Association

1701 North Beauregard Street
Alexandria, VA 22311
(703) 549-1500

Associate Publisher

Howard Richman
hrichman@diabetes.org
(703) 299-2007

Production Specialist

Julie DeVoss
adproduction@diabetes.org
(703) 299-5511
Fax: (703) 739-0290

Associate Director, Billing & Collections, Publications

Laurie Ann Hall
lahall@diabetes.org
(703) 549-1500, ext. 2067

CONSUMER ADVERTISING REPRESENTATIVES

Northeast/Southeast

Noel White & Associates
P.O. Box 285
Denver, NY 12421
(845) 254-6725
Fax: (845) 254-6728

- Noel White
noelmer@aol.com
- Karen Kolar
kkolar48@aol.com

Midwest

Zoeller Media Sales
35 E Wacker Dr., Suite 1080
Chicago, IL 60601
(312) 782-8855
Fax: (312) 782-8857

- Kevin Zoeller
kevin@zoellermediasales.com
- Jocelyn Driessen
jocelyn@zoellermediasales.com

West

American Diabetes Association
1701 North Beauregard Street
Alexandria, VA 22311
(703) 299-5511
Fax: (703) 739-0290

- Julie DeVoss
jdevoss@diabetes.org

PHARMACEUTICAL

The Jackson-Gaeta Group
33 Small Avenue
Caldwell, NJ 07006
(973) 403-7677
Fax: (973) 403-7795

- B. Joseph Jackson
bartjack@aol.com
- Paul Nalbandian
pналbandian4ada@aol.com
- Tina Auletta
jgggina@aol.com

Diabetes Forecast 2009 Rate Card

Celebrating 60 years of
Education, Inspiration,
Achievement

*Trusted for over 60 years
as the authoritative source
of reliable, useful, and timely
information on all
aspects of diabetes.*



EDITORIAL PROFILE

Diabetes Forecast is the premier consumer publication of the world's authority on diabetes — the American Diabetes Association. This powerful and informative monthly publication is read by nearly 4.9 million consumers, and is recommended to patients by their doctors and other healthcare professionals. *Diabetes Forecast* is the authoritative source of reliable, useful, and timely information on all aspects of diabetes care.

- **Diabetes Forecast delivers expert information!** Readers value *Diabetes Forecast* for its comprehensive — and expert — coverage on diabetes-related research, advocacy, news and analysis.
- **Presenting the *Diabetes Forecast* lifestyle.** Consumers turn to *Diabetes Forecast* to keep up-to-date on the hottest trends in fitness, plus travel, lifestyle, and more, including healthy gourmet eating.
- **Learn About *Diabetes Forecast* people.**

Each month, well-known celebrities and newsmakers tell their personal stories of triumphing over diabetes, along with the equally inspirational tales of everyday heroes.

When advertisers seek to reach active adults who care about their health, no other magazine can compete.

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

Diabetes Forecast Rate Card 61

Effective January 2009

Rate Base: 445,000

A member of Audit Bureau of Circulations



RATES

Four-Color	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$24,260	\$23,530	\$23,040	\$21,830	\$21,350	\$20,620	\$19,260	\$19,120	\$18,940	\$18,140	\$17,620
2/3 Page	\$19,400	\$18,830	\$18,440	\$17,460	\$17,080	\$16,500	\$15,400	\$15,300	\$15,160	\$14,520	\$14,090
1/2 Page	\$16,180	\$15,690	\$15,360	\$14,550	\$14,240	\$13,760	\$12,850	\$12,750	\$12,640	\$12,110	\$11,750
1/3 Page	\$13,100	\$12,710	\$12,450	\$11,790	\$11,540	\$11,140	\$10,410	\$10,320	\$10,240	\$9,810	\$9,510
1/4 Page	\$11,660	\$11,300	\$11,070	\$10,490	\$10,260	\$9,900	\$9,250	\$9,190	\$9,100	\$8,730	\$8,460
1/6 Page	\$9,700	\$9,420	\$9,220	\$8,750	\$8,550	\$8,250	\$7,710	\$7,640	\$7,590	\$7,270	\$7,060
Black/White	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$18,400	\$17,850	\$17,480	\$16,560	\$16,190	\$15,630	\$14,600	\$14,500	\$14,360	\$13,760	\$13,370
2/3 Page	\$14,720	\$14,280	\$14,000	\$13,250	\$12,960	\$12,520	\$11,690	\$11,600	\$11,500	\$11,000	\$10,690
1/2 Page	\$12,260	\$11,910	\$11,670	\$11,050	\$10,790	\$10,440	\$9,730	\$9,670	\$9,590	\$9,190	\$8,910
1/3 Page	\$9,930	\$9,640	\$9,440	\$8,960	\$8,760	\$8,450	\$7,900	\$7,830	\$7,760	\$7,440	\$7,210
1/4 Page	\$8,830	\$8,570	\$8,390	\$7,950	\$7,770	\$7,510	\$7,020	\$6,960	\$6,900	\$6,620	\$6,420
1/6 Page	\$7,370	\$7,150	\$6,990	\$6,630	\$6,490	\$6,270	\$5,850	\$5,810	\$5,750	\$5,500	\$5,340
Covers	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
2nd Cover	\$36,370	\$35,280	\$34,570	\$32,740	\$32,030	\$30,910	\$28,910	\$28,670	\$28,410	\$27,220	\$26,420
3rd Cover	\$26,680	\$25,880	\$25,340	\$24,010	\$23,480	\$22,680	\$21,190	\$21,030	\$20,840	\$19,960	\$19,370
4th Cover	\$36,370	\$35,280	\$34,570	\$32,740	\$32,030	\$30,910	\$28,910	\$28,670	\$28,410	\$27,220	\$26,420

SHOPPER'S GUIDE

Four-Color	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$15,350	\$14,890	\$14,570	\$13,820	\$13,510	\$13,040	\$12,190	\$12,100	\$11,990	\$11,490	\$11,150
1/2 Page	\$10,240	\$9,920	\$9,710	\$9,210	\$9,010	\$8,700	\$8,130	\$8,070	\$8,000	\$7,670	\$7,440
1/4 Page	\$7,370	\$7,150	\$7,010	\$6,640	\$6,490	\$6,270	\$5,860	\$5,820	\$5,780	\$5,510	\$5,370
Black/White	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x
Full Page	\$11,520	\$11,160	\$10,940	\$10,350	\$10,120	\$9,800	\$9,150	\$9,070	\$9,000	\$8,550	\$8,360
1/2 Page	\$7,690	\$7,460	\$7,300	\$6,920	\$6,750	\$6,530	\$6,100	\$6,060	\$6,000	\$5,740	\$5,590
1/4 Page	\$5,530	\$5,380	\$5,250	\$4,990	\$4,860	\$4,710	\$4,390	\$4,360	\$4,330	\$4,140	\$4,020

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

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"): \$15,700
Double cards folded to standard 4" x 6" size
(4" x 12" folded to 4" x 6" size): \$23,660
- **Other business reply cards and cards placed in the Cover 2 form break** are subject to additional charges. Rates available upon request.

ADDITIONAL COLORS

Standard Color (Cyan, Magenta, Yellow), per page or fraction, extra \$900
Matched PMS Color, per page or fraction, extra \$1,120

BLEED No charge.

CLOSING DATES

Issue	Space Close	Material Due	Inserts Due
January	Nov 3	Nov 7	Nov 24
February	Dec 1	Dec 8	Jan 2
March	Jan 2	Jan 9	Jan 30
April	Feb 2	Feb 9	Feb 24
May	Mar 2	Mar 9	Mar 30
June	Apr 1	Apr 8	Apr 28
July	May 1	May 7	May 25
August	June 1	June 8	June 28
September	July 1	July 7	July 27
October	Aug 3	Aug 10	Aug 31
November	Sept 1	Sept 8	Sept 30
December	Oct 1	Oct 8	Oct 29

CANCELLATION DATES

Orders are not cancelable after closing dates.

BINDING

Perfect Bound

TRIM SIZE

8 3/8" x 10 1/2"

MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
2-Page Spread	16 1/8" x 10 1/8"	16 5/8" x 10 3/4"
Single Page	7 1/4 x 10 1/8	8 7/16 x 10 3/4
2/3 Page Vertical	4 7/8 x 10 1/8	5 1/2 x 10 3/4
2/3 Page Horizontal	7 1/4 x 6 1/2	8 7/16 x 7
1/2 Page Vertical	3 1/2 x 10 1/8	4 3/8 x 10 3/4
1/2 Page Horizontal	7 1/4 x 4 1/2	8 7/16 x 5 1/8
1/3 Page	2 1/4 x 10 1/8	3 1/8 x 10 3/4
1/4 Page	3 1/2 x 4 1/2	Not available
1/6 Page	2 1/4 x 4 1/2	Not available