

Diabetes Abstract Book

PUBLISHED JUNE 2008

Rate Sheet Number 60, Effective January 2008

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	\$9,030
1/2 Page	\$6,020

Color Rates

Standard color (cyan, magenta, yellow), per page or fraction, extra \$825

Matched PMS color, per page or fraction, extra \$1,025

3 or 4-color, per page or fraction, extra \$2,710

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

Business Reply Card: \$9,030

Oversized Business Reply Cards (larger than 4 x 6 inches) and cards placed in the Cover 2 form break are subject to additional charges. Rates available upon request.

CLOSING DATES

Space Close..... April 1, 2008

Materials Due..... April 11, 2008

Supplied Inserts Due..... April 24, 2008

Mail Date..... June 2008

Cancellation Dates: Orders are not cancelable after closing dates.

Binding: Perfect bound

Trim Size: 8 1/4" x 10 7/8"

MECHANICAL REQUIREMENTS

Page Unit	Live Area	Bleed
Two-Page Spread*	15 3/4" x 10 3/8"	17" x 11 1/8"
Single Page	7 5/8 x 10 3/8	8 1/2 x 11 1/8
1/2 Page Horizontal	7 5/8 x 5	8 1/2 x 5 5/8
1/2 Page Vertical	3 1/2 x 10 3/8	4 1/2 x 11 1/8

*Bleed measurement includes 1/8" gutter area on both pages.

MATERIAL REQUIREMENTS

All materials submitted via electronic file must be accompanied by a completed Electronic File Worksheet. For a copy of the worksheet and instructions, please contact the Advertising Production Specialist at 703-299-5511. Materials must be Mac-based, PDF (should be PDF XLA compliant). Fonts must be PostScript Type 1. Art must be CMYK and scanned at 300 DPI. File must include all screen and printer fonts, EPSs, and other critical design elements. File must be set up for trim size and allow for bleed. All art, logos, etc., may be supplied on Zip or CD. 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: Advertising Production Specialist

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 1/2" inside trim all around. Stock accepted up to 80# book weight; a charge will apply for heavier stock. Inserts jog to head. Allow for 1/8" trim all around. Furnish folded with sample marked for binding edge. Trim to 8 1/2" x 11 1/8".

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.