

# CLINICAL HIGHLIGHTS

From  
The Journal of  
Rheumatology

for the Rheumatologist

2018

## EDITORIAL PROFILE

*CLINICAL HIGHLIGHTS for the Rheumatologist* (CHR) is a bi-monthly selection of the most recent articles of highest clinical interest from *The Journal of Rheumatology*, a peer-review journal founded 1973, as chosen by the Editor-in-Chief, including abstracts of most-read online articles based on the latest readership reports.

## GENERAL INFORMATION

CHR reaches 4,200 practicing rheumatologists based in the USA and actively involved in the care of patients with rheumatic diseases.

**ISSUANCE:** Frequency: CHR is published bi-monthly: Jan–Feb, Mar–Apr, May–Jun, Jul–Aug, Sept–Oct, and Nov–Dec.

**COVERAGE AND MARKET:** CHR delivers the most cost-effective reach among practicing rheumatologists, with expanded distribution available to internal medicine specialists as well as family physicians with a special interest in rheumatology and the treatment of rheumatic diseases.

**SUBSCRIPTION DATA/CIRCULATION:** CHR is a BPA-



audited, controlled circulation print publication issued bi-monthly. **Expanded circulation**

available for other physicians caring for patients with rheumatic diseases.

## COPY AND CONTRACT REGULATIONS:

- Advertiser and advertising agency agree that the publisher shall be under no liability for failure for any cause to insert any advertisement.
- Advertiser and advertising agency are jointly responsible for payment of advertising published. **Sample or copy should accompany insertion order for all new ad units.**
- All advertising material is subject to prior approval of the publisher.
- Cancellations cannot be accepted after closing date.

**BLACK & WHITE/SPACE RATES:** Rates are based on the total amount of space used within a 12-month period. Rate holder principle not recognized.

**ADDITIONAL OPPORTUNITIES:** Cover tips, belly bands, and discounted online opportunities when combined with print. Contact **Sales Representative** under **Insertion Orders & Advertising**.

**CLASSIFIED:** Rates same as B/W & unit size as shown on the **Advertising Rates table**.

## MECHANICAL REQUIREMENTS

### PREPRINTED INSERTS:

**a.** Earned B/W space rate. Minimum insert 4 pages. Supply 4-page inserts to allow for final trimmed size of 8.125" × 10.875" with 0.3125" trim at top edge, 0.125" trim at outside, and 0.125" at bottom edges. Supply 8-page inserts to allow for a final of 8.125" × 10.875" with 0.3125" trim at top edge, 0.125" trim at outside, and 0.125" trimmed size at bottom edges. NB: 8-page inserts should be folded and notch perfed and be untrimmed. Maximum weight of stock 80 lbs (on 25" × 38" sheet basis). Quantity required: 4400 (circulation plus 10%). Ship inserts double-boxed.

**b.** Typesetting, layout, and production or pre-press changes are available at additional charge. Costs are non-commissionable, and requests must be received 15 days prior to closing dates. Other composition or prepress work supplied by the publisher will be invoiced at cost.

### AGENCY / EARNED RATE INFORMATION:

**a.** 15% commission to recognized advertising agencies. Agency commissions or other applicable discounts are allowed only if NET amount is paid within 30 days of invoice date.

**b.** Earned rates are based on total number of pages used within 1 year from date of first insertion. A spread is counted as 2 pages. Space purchased by parent company and subsidiaries is combined for accounting of earned rates.

**PREFERRED POSITIONS:** Guaranteed positions 15% over space only.

## PRODUCTION DETAILS

**REPRODUCTION REQUIREMENTS:** Reproduced by offset lithography. Digital artwork is required.

**a. Digital ad files:** Preferred format EPS/TIFF/JPEG/high resolution PDF. Supply photographic files at 300 dpi. Fonts should be included. Preferred programs are InDesign/Quark/Adobe Illustrator (include fonts as outlines). Labeling of submissions should include issue date, advertiser, agency name, contact person, telephone, return address, file reference name/number to match insertion order.

**b. DPS pages:** Supply DPS pages as singles, not a spread. For images that run across spread, supply double image gutter in spine of 0.5" (0.25" split on each page). Avoid running lettering across gutter.

**c. Proofing:** Low resolution PDF file is required for verification of ad copy. Supply hard copy proof of color ads for color verification. Publisher is not responsible for color results where color cannot be verified. For more information, contact

Sean Kruger, Britannia Printers, T: 416 698 7608.  
 sean@britannia.ca. Ship files to the shipping address below or submit files as an e-mail attachment to print@britannia.ca, or by FTP site access: britannia.ca/upload.html. Stay online until a confirmation has been received. Files are held for 6 months following last insertion unless prior written notice is given.

**d. Paper stock:** 70 lb. FSC gloss. Cover is varnished. Color proof must be supplied on 4/c ads, 3/c ads, and 2/c ads. Any additional production charges will be billed to the client. For an estimate, contact **Britannia Printers, Inc.** under **Production & Advertising Material Shipping**.

**e. Bindery:** CHR is perfect bound; trim Size: 8.125" × 10.875" (notch perf, no grind).

**DISPOSITION OF MATERIALS:** Excess inserts will not be held after binding unless requested in writing. Advance shipments of inserts will be held for 6 months.

**ADDITIONAL INFORMATION**

**ACCEPTANCE OF ADVERTISING:** All new advertisements are subject to review and approval by the publisher, including those for existing advertisers. Approval copy should accompany the insertion order.

**RATE PROTECTION POLICY:** Rates are guaranteed for the calendar year. Contracts for 3 or more insertions are protected at earned rates for scheduled insertions, if rate changes occur.

**CONTACTS**

**INSERTION ORDERS & ADVERTISING:** Advertising Sales Representative, Jim Brady, James T. Brady Inc.,12 Huntington Road, Garden City, NY 11530. T: 516 742 7960, F: 516 742 7908. jtbrady1@verizon.net

**PRODUCTION & ADVERTISING MATERIAL SHIPPING:** Clinical Highlights, c/o Britannia Printers, Inc., 992 Dillingham Road, Pickering, ON L1W 1Z6, Canada. print@britannia.ca

**EDITORIAL OFFICE/INQUIRIES:** Clinical Highlights, c/o The Journal of Rheumatology Publishing Co. Ltd., 365 Bloor St. E., Suite 901, Toronto, ON M4W 3L4, Canada. T: 416 967 5155, F: 416 967 7556. jrheum@jrheum.com

2018 ADVERTISING RATES TABLE

PAGE	1×	6×	12×	24×	48×
Full page	\$1,730	\$1,670	\$1,535	\$1,475	\$1,450
2/3 page	\$1,230	\$1,180	\$1,065	\$1,000	\$960
1/2 page	\$1,055	\$1,000	\$930	\$895	\$865
1/3 page	\$790	\$760	\$700	\$680	\$675
1/4 page	\$675	\$650	\$600	\$590	\$550

COVERS

COVERS (non-cancelable)	COLOR
Inside front — 25% earned B/W rate	Standard: \$710
Inside back — 25% earned B/W rate	Matched: \$765
Outside back — 50% earned B/W rate	4-color: \$,1950
	5-color: \$2,715
	Bleed: No charge

CLOSING DATES FOR SPACE AND MATERIALS

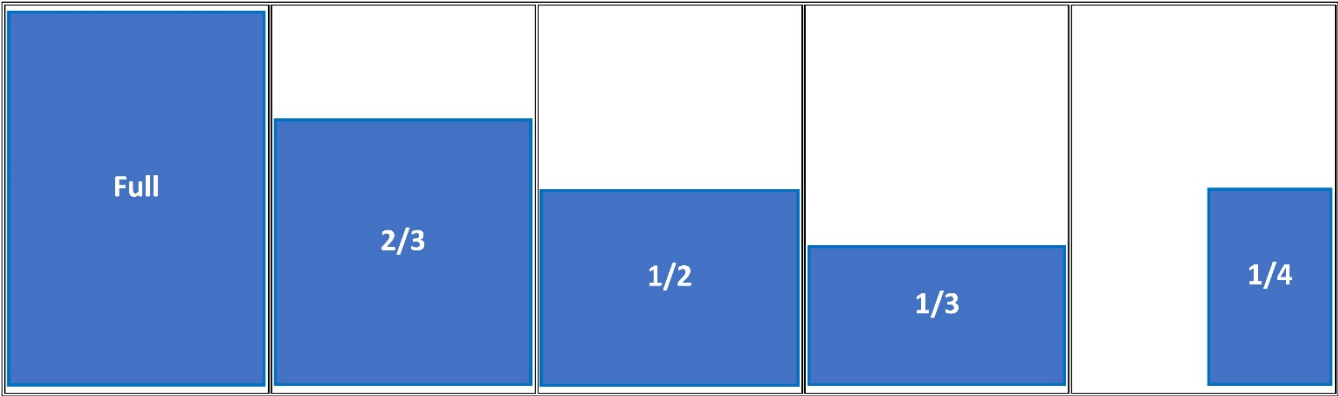
MONTH	SPACE	AD MATERIALS
JAN/FEB	1/1	1/6
MAR/APR	3/1	3/6
MAY/JUN	5/1	5/6
JUL/AUG	7/1	7/6
SEP/OCT	9/1	9/6
NOV/DEC	11/1	11/6

UNIT SIZES

PAGE	SIZE
1 page	7" × 10"
2/3 page	4.5" × 10"
1/2 page (hor.)	7" × 4.875"
1/2 page (ver.)	3.25" × 10"
1/3 page	2.125" × 10"
1/4 page	3.25" × 4.875"
4-color process:	Supply color proof

PAGE SIZES

PAGE	SIZE
Type page	7" × 10"
Trim page	8.125" × 10.875"
Bleed page	8.25" × 11.125"
NOTE: Classified material supplied as camera-ready, digital artwork preferred; extra charges may otherwise apply.	



## BANNER ADVERTISING RATES 2018

Take advantage of high-exposure Web opportunities on jrheum.org to reach rheumatologists and related physicians visiting *The Journal of Rheumatology* website for leading clinical articles on the treatment of the rheumatic diseases. Subscribing physicians come often for unlimited views and downloads of clinical articles from 2001 to the current volume. Others stay current browsing free tables of contents, abstracts, editorials and case reports, as well as custom collections on timely topics, all available via pay per view access and downloads of single articles. With superb visibility throughout the year, jrheum.org is an excellent viewing environment for your message. The newly launched jrheum.org offers responsive design, to allow excellent viewing via desktop, tablet, and mobile device.

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### Monthly Readership

Ad impressions 100,000

Unique Visitors 3000

### Online Production Specifications

File Format: GIF, JPG

Rich Media on Approval

File Size up to 30K

Animation up to 3 loops

Frame rate up to 18 fps

Art required 7 days in advance for testing

### Online Advertising Rates

Banner ads \$100 CPM

Minimum purchase 30k/month

### Advertising Positions

Leaderboard 728 x 90

Leaderboard Mobile\* 300 x 50

Medium Rectangle 300 x 250

Page Banner 728 x 90

Page Banner Mobile\* 300 x 50

*All advertising subject to publisher approval*

*\*Included where 300 x 50 file size supplied.*

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**For maximum reach at minimum spend  
Ask about our Print + Web Opportunities:**

**CLINICAL HIGHLIGHTS** for the Rheumatologist + **jrheum.org**

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**For inquiries, insertion orders, approval copy, and materials contact:**

**Jim Brady, James T. Brady, Inc.**

**12 Huntington Road, Garden City, NY 11530, USA**

**516-742-7960/516-742-7908 (Fax); jtbrady1@verizon.net**