

# 2010 Rate Card

# pediatric annals®

A JOURNAL OF CONTINUING PEDIATRIC EDUCATION



**pediatric annals®**  
A JOURNAL OF CONTINUING PEDIATRIC EDUCATION  
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**THIS MONTH'S TOPIC:**  
**Case Reports in Dermatology**  
Practical cases highlight the importance of the differential diagnosis

**ALSO IN THIS ISSUE:**  
Firm Rounds  
**A 10-month-old Boy with 'Total Body Swelling'**  
Case Challenges  
**An 11-month-old Girl with Saliva Impaction and Vomiting**

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www.PediatricSuperSite.com

**SLACK**  
INCORPORATED

## Advertising Office: Mindworks Communications

Vice President, Sales: Michael Graziani  
National Account Manager: Matthew Dechen  
Director of Sales Administration: Carolyn Boerner  
Sales Administrator: Heidi Dybeck  
Sales Director, Classified/Recruitment Division: Kristy Farrell  
Classified/Recruitment Sales Representative: Lori Morro

6900 Grove Road • Thorofare, NJ 08086-9447  
856-384-1793 • 877-307-5255 • Fax 856-848-6091

## Publishing Office: SLACK Incorporated

Chief Operating Officer: John C. Carter  
Senior Vice President: Joan-Marie Stiglich, ELS  
Editor: Stanford T. Shulman, MD  
Executive Editor: Mary E. Archer, ELS  
Circulation Director: Lester Robeson, CCCP



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## RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 for all advertisers.
- Earned Rates:**
  - Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
  - Agency commission:** 15% gross billings on space, color, cover and preferred position charges.
  - Cash discount:** 2% if paid within ten (10) days of invoice date. No discount allowed after this period.
- Black-and-white rates:**

Frequency	One Page	½ Page	¼ Page
1x	\$3,830	\$2,600	\$1,815
6x	3,730	2,545	1,795
12x	3,620	2,455	1,740
24x	3,530	2,405	1,705
36x	3,490	2,360	1,670
48x	3,390	2,335	1,625
60x	3,330	2,290	1,595
72x	3,315	2,265	1,565
96x	3,275	2,245	1,530
120x	3,240	2,230	1,530
144x	3,210	2,195	1,530
196x	3,170	2,165	1,530
252x	3,135	2,130	1,530
320x	3,100	2,100	1,530
412x	3,070	2,070	1,530

**Color:** In addition to earned black-and-white rates.

### Charge per color per page or fraction

Standard color ..... \$795  
Matched color ..... .865  
Metallic color ..... 1,065  
Four color ..... 2,225  
Four color + PMS ..... 3,090  
Four color + Metallic ..... 3,290

- Bleed:** No charge
- Covers, Positions:**
  - Covers:**
    - Second cover:** Earned b/w rate plus 25%. Color additional.
    - Third cover:** Earned b/w rate plus 15%. Color additional.
    - Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - Special positions:**
    - Facing table of contents:** Earned b/w rate plus 10%. Color additional.
    - Facing first text:** Earned b/w rate plus 10%. Color additional.

## 6. Incentive Programs:

- a) **Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
- b) **New Advertiser/Product Incentive:** New product advertisers receive a 10% discount off all advertising placed in 2010 with a minimum 3 ad commitment. This discount may not be combined with the Continuity Incentive. It may be combined with the Pediatric Market Reach Incentive. To qualify as a new product advertiser, the advertisement must either be for a:
  - company that has not advertised in PEDIATRIC ANNALS in the past calendar year
  - new product from a company currently advertising with PEDIATRIC ANNALS
  - new indication for an existing product currently advertising in PEDIATRIC ANNALS
- c) **Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser/Product Incentive.
  - 3 issues = 5% off
  - 6 issues = 10% off
  - 12 issues = 15% off
- d) **Pediatric Market Reach Incentive:** Advertise the same product, in the same month (A-size or larger), in both INFECTIOUS DISEASES IN CHILDREN and PEDIATRIC ANNALS and receive a \$300 discount on a page-for-page basis in both publications. Fractional pages receive \$50 off on a page-for-page basis.
- e) **SLACK Corporate Discount:** Take advantage of SLACK'S advertising, custom publishing, event management, and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in 2010 will determine your SLACK Corporate Discount savings in 2011.
- f) When taking advantage of more than one discount program, discounts must be taken in the following order:  
**Gross cost**
  - 1) Less Pediatric Market Reach Incentive
  - 2) Less New Advertiser/Product or Continuity Incentive
  - 3) Less SLACK Corporate Discount
  - 4) Less 15% Agency Discount**Equals Net Cost**

7. **Online Advertising Rates:** Please contact your sales representative or visit [PediatricSuperSite.com](http://PediatricSuperSite.com) for more information.

8. **Recruitment/Classified Rates:** Please contact Lori Morro at 856-384-1793 or [lmorro@gomindworks.com](mailto:lmorro@gomindworks.com) for information on available opportunities.

## ISSUANCE AND CLOSING

9. **First Issue:** January 1972

10. **Frequency:** 12 times per year

11. **Issue Dates:** First week of month of issue

12. **Mailing Date and Class:** Mails within the issue month; Periodical Class

### 13. Extensions and Cancellations:

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

### 14. Special Issues:

- a) NAPNAP, April 2010
- b) American Academy of Pediatrics, September 2010
- c) Twenty-third Annual INFECTIOUS DISEASES IN CHILDREN Symposium, November 2010

15. **General Editorial Direction:** PEDIATRIC ANNALS provides continuing education for the practicing pediatrician. Topics are covered by expert clinicians under the guidance of a guest editor who is a recognized authority in the field. Topics are updated on a routine basis or when there is a particular need for the dissemination of state-of-the-art information. Readers regularly look to PEDIATRIC ANNALS for CME credits.

### 16. Average Issue Information (July 2008 to June 2009):

- a) **Average number of articles per issue:** 6
- b) **Average article length:** 7 pages
- c) **Editorial departments and features:**
  - Editorial
  - Guest Editorial
  - CME Quiz
  - Resident's Viewpoint
  - Firm Rounds
  - Case Challenges

### 17. Origin of Editorial (July 2008 to June 2009):

- a) **Articles or abstracts from meetings or other publications:** No
- b) **Staff written:** 0%
- c) **Solicited:** 100%
- d) **Submitted:** 0%
- e) **Peer review:** Yes, by Editorial Board

## CIRCULATION

### 18. Description of Circulation Parameters:

- a) **Office-based:** All office-based pediatricians
- b) **Hospital-based:**  
Residents: All second & third year  
Staff: All pediatric hospital staff
- c) **Other professional activity:** Pediatric subspecialties, Pediatric Nurse Practitioners, Pediatric Physician Assistants
- d) **Osteopathic specialties:** Office- and hospital-based
- e) Dermatologists with secondary in pediatrics

### 19. Circulation Verification:

- a) **Audit:** BPA Worldwide
- b) **Mailing house:** Publishers Press

### 20. Demographic Selection Criteria:

- a) **Prescribing:** No
- b) **Circulation distribution:**  
Controlled: 99.2%, Paid: 0.8%
- c) **Paid information:**  
Association Members: N/A  
Is publication received as part of dues: No
- d) **Subscription rates:** U.S.: \$229/year; Canada: add 5% tax;  
Outside the U.S.: add \$53/year

21. **Coverage:** Date and source of breakdown: BPA Worldwide, July 2009

22. **Estimated total circulation for 2010:** 66,100

## GENERAL INFORMATION

23. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

24. **New Product Releases:** No
25. **Editorial Research:** Yes
26. **Ad Format and Placement Policy:**
- a) **Format:**  
 Between articles: Yes  
 Welled: Yes  
 Stacked: No  
 Within articles: No
- b) **Are ads rotated?:** Yes
27. **Ad/Edit Information:** 50/50 ad/edit ratio
28. **Value-Added Services:**
- a) **Ad studies:** April issue  
 b) Bonus distribution  
 c) **Other:** Advertiser Index
29. **Reprint Availability:** Yes. Contact John Kain, 856-848-1000, ext. 238, for pricing or e-mail [jkain@slackinc.com](mailto:jkain@slackinc.com).
30. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
31. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
32. **Competitor Information:** PEDIATRIC ANNALS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
33. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the top of the ad.
34. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## INSERT INFORMATION

35. **Availability and Acceptance:**
- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
- b) **Acceptance:** An insert sample must be submitted to the Publisher for approval.
36. **Charges:** Furnished inserts are billed at the earned black-and-white space rate at frequency earned. Commissionable.
37. **Sizes and Specifications:** All inserts to be full size, supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

38. **Trimming:** Ship folded. Supply size: 8 3/8" x 11 1/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/4" from trim edges and 3/16" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".

39. **BRCs:**
- a) **Pricing:** Contact your Sales Representative for prices. Non-commissionable
- b) **BRC specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb bulk or higher.
40. **Quantity:** Full Run – 72,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
41. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

## AD REQUIREMENTS

42. **Available Advertising Unit Sizes:**

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:	
	Width	Height	Width	Height
Full Page	7 1/8" x	9 5/8"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7 1/8" x	4 3/4"	8 3/8" x	5 7/8"
1/2 Page (Vertical)	3 3/8" x	9 5/8"	4 1/8" x	11 1/8"
1/4 Page	3 1/4" x	4 3/4"		

\*Note: Hold live area 1/4" from the trim size. If in doubt about size, contact the advertising office.  
 Trim size of journal: 8 1/8" x 10 7/8"  
 To view thumbnails of ad specs, visit [slackinc.com/digitalads](http://slackinc.com/digitalads).

43. **Paper Stock:**
- a) **Inside pages:** 45# gloss  
 b) **Covers:** 80# gloss
44. **Type of Binding:** Perfect bound
45. **Digital Ad Requirements:** For specifications, go to [slackinc.com/digitalads](http://slackinc.com/digitalads).
- Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality, or Iris Digital proofs.
- If only color lasers are furnished, color match on press cannot be guaranteed.**  
**Note:** Spread ads should be sent as a one-page file.  
 Media: CDs and DVDs. Ads will not be accepted via e-mail.
- Delivery Instructions:** Send digital materials to: PEDIATRIC ANNALS c/o Mindworks Communications, 6900 Grove Road, Thorofare, NJ 08086-9447, Attn: Heidi Dybeck
46. **Disposition of Digital Ad Materials:** Ad materials will be held one year from date of last insertion and then destroyed.

## CONTACT INFORMATION

47. **Insertion Orders:**
- Send product insertion orders to:**  
**Heidi Dybeck**  
 Sales Administrator  
[hdybeck@gomindworks.com](mailto:hdybeck@gomindworks.com)  
 (856) 384-1793 x320
- Send classified/recruitment insertion orders to:**  
**Lori Morro**  
 Classified/Recruitment Sales Representative  
[lmorro@gomindworks.com](mailto:lmorro@gomindworks.com)  
 (856) 384-1793 x469
- PEDIATRIC ANNALS  
 c/o Mindworks Communications  
 6900 Grove Road  
 Thorofare, NJ 08086-9447
48. **Materials:**
- Send inserts to:**  
**Julie Duncan**  
 PEDIATRIC ANNALS  
 Publishers Press  
 100 Frank E. Simon Ave.  
 Shepherdsville, KY 40165
- Send digital ad materials to:**  
**Heidi Dybeck**  
 PEDIATRIC ANNALS  
 c/o Mindworks Communications  
 6900 Grove Road  
 Thorofare, NJ 08086-9447  
 (856) 384-1793 x320

## ► 2010 Editorial Calendar

ISSUE	ISSUE	DATES	BONUS DISTRIBUTION	FEATURES
WINTER ISSUES	JANUARY	Ad closing: 12/1/2009 Material due: 12/11/2009		Ear, Nose and Throat Nutrition, Fitness and Weight Control Dermatology
	FEBRUARY	Ad closing: 1/4/2010 Material due: 1/12/2010		
	MARCH	Ad closing: 2/1/2010 Material due: 2/11/2010		
SPRING ISSUES	APRIL	Ad closing: 3/1/2010 Material due: 3/11/2010	National Association of Pediatric Nurse Practitioners, April 15-18, Chicago	Ad Test - April Issue
	MAY	Ad closing: 4/1/2010 Material due: 4/12/2010		Ophthalmology Adolescent Medicine Well-baby Care
	JUNE	Ad closing: 5/3/2010 Material due: 5/12/2010		
SUMMER ISSUES	JULY	Ad closing: 6/1/2010 Material due: 6/11/2010		Orthopedics/Sports Medicine Headache Safety
	AUGUST	Ad closing: 7/1/2010 Material due: 7/13/2010		
	SEPTEMBER	Ad closing: 8/2/2010 Material due: 8/13/2010	American Academy of Pediatrics, October 2-5, San Francisco	
FALL ISSUES	OCTOBER	Ad closing: 9/1/2010 Material due: 9/10/2010		Allergy/Asthma Immunization Well-child Care
	NOVEMBER	Ad closing: 10/1/2010 Material due: 10/11/2010	Twenty-third Annual INFECTIOUS DISEASES IN CHILDREN Symposium, November 20-21, New York City	
	DECEMBER	Ad closing: 11/1/2010 Material due: 11/10/2010		