



HMP COMMUNICATIONS, LLC™  
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# 2011 Rate Card and Mechanical Requirements Guide

[www.clinicalgeriatrics.com](http://www.clinicalgeriatrics.com)

HMP COMMUNICATIONS, LLC™



## Clinical Geriatrics

A PEER-REVIEWED CLINICAL JOURNAL OF THE AMERICAN GERIATRICS SOCIETY

Volume 18  
Number 6  
June 2010

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PROMOTING WELLNESS FOR OLDER ADULTS

[www.clinicalgeriatrics.com](http://www.clinicalgeriatrics.com)



## GENERAL INFORMATION

### 1. ISSUANCE:

Published 12 times a year

### 2. ESTABLISHED:

January 1993

### 3. ORGANIZATIONAL AFFILIATIONS:

*Clinical Geriatrics* is an official clinical, peer-reviewed journal of the American Geriatrics Society. The American Geriatrics Society is an international, not-for-profit association of health care professionals dedicated to improving the health, independence, and quality of life for all older people.

### 4. AD PLACEMENT POLICY:

Advertising is interspersed throughout the publication. All R.O.B. ads are rotated from front to back-of-book positions each month.

### 5. ADVERTISERS' INDEX: None

### 6. EDITORIAL/ADVERTISING SUBSCRIPTION RATE:

Annual rates for United States subscriptions: physicians outside controlled universe, \$137.50; single copies, U.S., \$18. Foreign subscriptions: \$192.50 annual, \$31 single copies.

### 7. EDITORIAL DESCRIPTION:

*Clinical Geriatrics* is a peer-reviewed journal that focuses on both the clinical and practical issues related to the treatment and management of the mature community-dwelling patient. Clinical, evidence-based review articles and case reports prepared by experts in the field cover a wide range of areas: cardiology, endocrinology, gastroenterology, infectious disease, musculoskeletal disease, nephrology, neurology, oncology, pain management, psychiatry, pulmonary medicine, rheumatology, and urology. These discussions are designed to educate clinicians about the often significant clinical differences found in older patients to help accurately diagnose and treat this rapidly expanding patient population.

### 8. REQUIREMENTS FOR AD CLEARANCE:

All advertising subject to publisher's approval.

### 9. EDITORIAL/ADVERTISING RATIO:

Approximately 45% editorial/55% advertising

### 10. SERVICES TO ADVERTISERS:

Editorial reprints, advisory panels, focus groups, educational supplements, outserts, ink-jetting, selective binding, and belly bands available. Internet banner advertising also available.

For commercial reprints/eprints, please contact Lauren Provenzano at [lprovenzano@hmpcommunications.com](mailto:lprovenzano@hmpcommunications.com).

### 11. BONUS DISTRIBUTION:\*

Your product advertisement will be distributed at the following meetings:

<b>Meeting</b>	<b>Issue</b>
American Association for Geriatric Psychiatry .....	February
American College of Cardiology .....	March
American College of Physicians .....	March
Symposium on Advanced Wound Care & Wound Healing Society (Spring SAWC & WHS).....	March
American Geriatrics Society .....	April
American Diabetes Association.....	May
Symposium on Advanced Wound Care (Fall SAWC) .....	September
American Heart Association.....	October

\*Subject to change

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Bill Norton

#### Controller

Meredith Cymbor-Jones

### 13. 2011 CLOSING DATES:

<b>Mail Date</b>	<b>Ad Closing Date</b>	<b>Materials Due Date</b>
Jan 15	Dec 15, 2010	Dec 22, 2010
Feb 15	Jan 14, 2011	Jan 21, 2011
Mar 15	Feb 15	Feb 22
Apr 15	Mar 15	Mar 22
May 17	Apr 15	Apr 22
Jun 15	May 16	May 23
Jul 15	Jun 15	Jun 22
Aug 16	Jul 15	Jul 22
Sept 15	Aug 15	Aug 22
Oct 15	Sept 15	Sept 22
Nov 15	Oct 14	Oct 21
Dec 15	Nov 15	Nov 22

**14. 2011 B/W ADVERTISING RATES:**

Frequency	1x	6x	12x	24x	36x	48x	72x	96x	120x
Full Page	\$8,601	\$8,108	\$7,075	\$6,833	\$6,725	\$6,682	\$6,646	\$6,566	\$5,910
2/3 Page	\$5,735	\$5,405	\$4,715	\$4,554	\$4,504	\$4,474	\$4,430	\$4,378	\$3,940
1/2 Page	\$5,474	\$5,236	\$4,584	\$4,407	\$4,353	\$4,306	\$4,247	\$4,192	\$3,772
1/3 Page	\$2,867	\$2,663	\$2,322	\$2,258	\$2,241	\$2,212	\$2,183	\$2,155	\$1,938

**15a. COLOR RATES:**

- Standard second color** – \$785 (red, blue, yellow)
- Matched color** – \$1,060
- Three- and four-color** – \$2,120
- Five-color** – \$2,615

**15b. PREFERRED POSITION RATES:**

- a. Second Cover.....35% premium
- b. Fourth Cover.....50% premium
- c. First Table of Contents.....25% premium
- d. Second Table of Contents .....20% premium

**16. 2011 INSERT RATES:**

Frequency	1x	6x	12x	24x	36x	48x	72x	96x	120x
2 page insert	\$16,548	\$16,278	\$14,203	\$13,719	\$13,497	\$13,396	\$13,343	\$13,182	\$11,864
4 page insert	\$33,096	\$32,559	\$28,406	\$27,438	\$27,008	\$26,587	\$26,686	\$26,366	\$23,729
6 page insert	\$49,645	\$48,838	\$42,612	\$41,158	\$40,512	\$40,190	\$40,029	\$39,547	\$35,592
8 page insert	\$66,195	\$65,119	\$56,815	\$54,878	\$54,016	\$53,588	\$53,375	\$52,732	\$47,458
10 page insert	\$82,742	\$81,398	\$71,019	\$68,598	\$67,521	\$66,984	\$66,718	\$65,916	\$59,324

**17. SPLIT RUNS:**

Splits are available geographically and by demographic specialty. For splits up to 50% of the guaranteed circulation, the minimum charge will be 50% of the earned black-and-white rate plus full-color charges, plus a \$1500 mechanical charge. For splits over 50% of the guaranteed circulation, the charge will be based on percentage of circulation multiplied by earned frequency rate plus full-color charges, plus a \$1500 mechanical charge.

**18. CLASSIFIED ADVERTISING CONTACT:**

Tara Fields • tfields@hmpcommunications.com • (800) 237-7285, ext. 259

**19. BLEED:** No charge.

**20. AGENCY COMMISSION:**

15% for accounts paid within 30 days of invoice date only.

**21. EARNED BASE RATES:**

Frequency discounts apply to total space used within the current calendar year in all HMP Communications publications.

**22. COMPANY SPEND-LEVEL DISCOUNT:**

Based on the 2010 company net spend levels, advertisers will automatically qualify for the corresponding percentage discount. Company spend level discount applies only to advertising in *Annals of Long-Term Care* and *Clinical Geriatrics*.

2010 Net Billing	Discount On 2011 Gross Billing
\$ 600,000 – 799,999	2.00%
800,000 – 999,999	2.50%
1,000,000 – 1,499,999	3.00%
1,500,000 – 1,999,999	3.50%
2,000,000 – 2,499,999	4.00%
2,500,000 – 2,999,999	4.50%
3,000,000 – and above	5.00%

**23. COMBINATION DISCOUNTS:**

Advertise the same product ad unit in the same month in any other HMP Communications publication and save \$200 per page in *Clinical Geriatrics*.

Place the same product ad unit in **either or both** *Annals of Long-Term Care* and/or *First Report Managed Care* and save \$200 per ad page in **each** journal.

**24. SPACE CANCELLATIONS:**

Notification in writing of space cancellations must be received by space close deadline. Cover positions are non-cancelable. If space is cancelled after the deadline or ad materials are received after the due date, the advertiser will be charged for the insertion.

**25. PRE-PAYMENT DISCOUNT PROGRAM:**

Please consult publisher for details.

**26. ORDER OF DISCOUNTS AND INCENTIVES:**

Combination discounts, continuity discount, company spend-level discount, agency commission, pre-payment.

**27. CIRCULATION:**

Internal Medicine <sup>1</sup>	18,218
Family/General Practitioners <sup>1</sup>	17,022
IM/FP Geriatrics <sup>1</sup>	2,124
Cardiologists <sup>1</sup>	2,536
Neurologists <sup>1</sup>	1,040
Psych/Geri Psych <sup>1</sup>	3,951
AGS Members <sup>2</sup>	2,500
AAGP Members <sup>3</sup>	824
NP/PA	1,364
<b>Total</b>	<b>49,579</b>

List sources include <sup>1</sup>MMS, <sup>2</sup>American Geriatrics Society, <sup>3</sup>American Association for Geriatric Psychiatry



**28. DIGITAL REQUIREMENTS:**

PDF files MUST be made using Acrobat Distiller. (NO native application files accepted.) HI RES PDF DISTILLED FILES MUST HAVE:  
All Fonts Embedded (NO true type fonts accepted); the correct mode (ie, CMYK or Grayscale); NO RGB or LAB. All Spot colors must be converted to CMYK. NO file with PMS colors accepted unless pre-ordered. OPI must NEVER be included in the file. Resolution: 300 DPI for all submitted images and files.

**29. PROOFS:**

Kodak APPROVAL Proof, Matchprint DIGITAL HIT Proof, Fuji FINAL Proof. (The proof must be generated directly from the disk/file provided.) Proofs MUST be created with SWOP Web Offset gains. Publication NOT RESPONSIBLE for variance between digital file and any proof not listed above. All ads supplied without color proof will have one made at the advertiser's or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color of proof. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed.

**30. WORKFOLDERS:**

In addition to the HI RES PDF, all supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be for MAC OS (NO PC FONTS), and postscript in nature, NO true type fonts. Any stylized fonts in Quark WILL NOT be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disk, preferably in the Macintosh OS format. A disk directory and proper proof must accompany each ad file. All submitted images and/or files must be converted to CMYK.

**31. TRIM SIZE:**

7.75" x 10.5"

**32. PAPER STOCK:**

- a. Cover: 70 lb. C2S Cover
- b. R.O.B.: 38 lb. C2S

**33. TYPE OF BINDING:**

Perfect.

**34. HALFTONE SCREEN:**

All colors 150-line screen recommended; 133-line screen is acceptable.

**35. PRINTING METHOD:**

Web offset.

**36. NON-BLEED SIZES:**

Single page	7" x 9.75"
2/3 page	4" x 9.75"
1/2 page horizontal	7" x 4.875"
1/2 page vertical	3.125" x 9.75"
1/3 page	2" x 9.75"

**37. BLEED SIZES:**

Full Page	8" x 10.75"
Spreads (Full-Bleed)	15.75" x 10.75"
Spreads (Gutter-Bleed)	16" x 10.75"

**38. DISPOSITION:**

Material not called for within 6 months of insertion will be destroyed. Inserts will be held for 6 months.

**39. INSERT REQUIREMENTS:**

Please furnish inserts of multiple pages folded. Gatefolds or short-cut inserts and full-size stock samples must be submitted in advance for approval.

- a. Sizes:
  - Untrimmed size: 8" x 10.75"
  - Trim size: 7.75" x 10.5"
  - Trims 1/8" head, 1/8" foot. Allow 1/8" from gutter. Jogs at foot.
  - All inserts should be furnished printed, trimmed to publisher's specified size, and ready for binding. Allow 1/8" grind-off for spine.
- b. Quantity:
  - 52,000 (Includes spoilage)
- c. Stock:
  - One leaf (2 pages) – 80 lb. maximum
  - Multiple leaf inserts – 70 lb. maximum

**40. SHIPPING:**

Multiple issues or different inserts MUST be packed separately. **Each carton must be identified with the publication's name, issue date, and piece count within.** Samples should be attached for identification. Ship inserts to:  
Brown Printing  
Re: Clinical Geriatrics  
2300 Brown Ave  
Waseca, MN 56093

**41. RATE GUARANTEE:**

Rates subject to change within 45 days' notice. Contracts accepted with the understanding that rates will be guaranteed for two months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

**42. CONTRACTS, INSERTION ORDERS, AND OTHER INSTRUCTIONS:**

**CONTACT:**

*Clinical Geriatrics*  
HMP Communications; c/o Gwen Doyle  
83 General Warren Blvd. • Suite 100 • Malvern, PA 19355  
Phone: (800) 237-7285 ext. 316 • Fax: (610) 560-4146  
gdoyle@hmpcommunications.com (e-mail)  
www.hmpcommunications.com (website)

**43. AD MATERIALS**

**Via mail addressed to:**

Monica McLaughlin, Layout/Production Manager  
HMP Communications • 83 General Warren Blvd • Suite 100, Malvern, PA 19355  
(610) 560-0500 or (800) 237-7285, ext. 255

**Via FTP:**

ftp.pubpress.com  
user ID: hmptwo  
password: tour33

Please notify Monica McLaughlin (mmcloughlin@hmpcommunications.com) once the file has been uploaded. Please indicate the file name, journal title, and issue month in which it is to appear.

