

AJHP

American Journal of Health-System Pharmacy™

Encompassing
the full scope of
pharmacy practice
in hospitals and
health systems

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www.ashp.org

Rates and Data Effective January 2008

Rate Card

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Mechanical Specifications

ADVERTISING REPRESENTATIVES:

CUNNINGHAM ASSOCIATES

180 Old Tappan Road

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American Society of
Health-System Pharmacists®

Serving Pharmacists in hospitals and health-systems

Official Journal of the American Society of Health-System Pharmacists®

AJHP

AMERICAN JOURNAL OF HEALTH-SYSTEM PHARMACY™
Official Journal of the American Society of Health-System Pharmacists®



Publisher

American Society of Health-System Pharmacists, Inc.
7272 Wisconsin Avenue
Bethesda, MD 20814-4836
Tel: (301) 657-3000
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Advertising Representative

Cunningham Associates
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180 Old Tappan Road
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Rates and Data - January 2008

GENERAL INFORMATION

ISSUANCE:

- Frequency: 24 times, issued the 1st and 15th of each month.
- Mail class, mailing cover: Periodicals postage, flat wrapped.

ESTABLISHED:

1943

ORGANIZATIONAL AFFILIATION:

Official Journal of the American Society of Health-System Pharmacists.

SUBSCRIPTION DATA:

- Subscription rates:** \$255 per year (24 issues) (USA); \$300 (non-USA, Non-Canada); \$255 plus appropriate surcharge for GST and brokerage fees (Canada); single copies \$15 (USA and non-USA). Journal received by members of ASHP as part of association dues.
- Annual percentage of subscription renewals:** 90 percent

EDITORIAL:

- Editorial content:** Original articles of particular interest to the directors and staffs of the pharmacy departments of the nation's health-systems: hospitals, ambulatory care clinics, home care settings, long-term care facilities and managed care organizations. The focus is on drug-use, the pharmacist's role in organized health care delivery, the drug therapeutics information that pharmacists need to perform their clinical roles, and the use of automation to assist in drug delivery.
- Special editorial features:** News, Clinical Reviews and Therapy Updates (continuing education may be offered for papers published under these sections), Clinical Consultation, Primers, Clinical/Non-clinical Reports, Editorials, Commentaries, Pharmacy Abroad, Management Consultation, Frontline Pharmacist, Questions and Answers, Reflections, Law Notes, Case Law, and Letters.

REQUIREMENTS FOR ACCEPTANCE OF PROFESSIONAL PRODUCTS FOR ADVERTISING:

Advertising will be accepted, subject to editorial approval, for drug products as well as for pharmaceutical equipment, books, and other items used in health systems. Advertising in *American Journal of Health-System Pharmacy* is subject to the "ASHP Statement of Advertising Policy", a copy of which will be sent by the Advertising Representative upon request. For approval of advertising, send copy to the Editor.

REQUIREMENTS FOR AD CLEARANCE:

Advertising should not be deceptive or misleading. Layout, artwork and format should be such as to avoid confusion with the editorial content. For clearance, send copy to the Editor. Clearance within 10 days.

ADVERTISING ACCEPTANCE OF NON-PROFESSIONAL PRODUCTS OR SERVICES:

Advertising accepted, subject to editorial approval, for items used in health systems.

ADVERTISING INDEX

Located on the last page in each issue.
Cumulative index in December 15 issue.

EDITORIAL - ADVERTISING RATIO:

70% editorial to 30% advertising.

SERVICE TO ADVERTISERS:

- Availability of mailing list:** Mailing lists of members of ASHP and of the enrollees in the individual ASHP practice sections available through outside broker. For information, contact the Marketing Division at ext. 8831.
- Availability of other ASHP publications:**
 - Meeting programs** - The American Society of Health-System Pharmacists conducts two meetings each year: the Summer Meeting (June) and the Midyear Clinical Meeting (December). Exhibitors at the Summer Meeting may advertise in the Open Advertising Meeting Program. The Midyear Clinical Meeting Program is available on a limited sponsorship basis. These programs are distributed to every registrant.
 - Meeting newspaper** - A daily meeting newspaper, *ASHP Meeting News & Views*, will be produced daily at the Summer Meeting in June and the Midyear Clinical Meeting in December. Contact Cunningham Associates for details.
- Supplements:** For details, contact Cunningham Associates.
- Cover Flaps:** For details, contact Cunningham Associates.
- Editorial Reprints:** Available in any quantity. Contact Marsha Fogler at 800-482-1450 or fogler@erols.com.

ADVERTISING SALES:

James G. Pattis - jpattis@cunnasso.com
Randi Fischer - rfischer@cunnasso.com

AJHP

CIRCULATION INFORMATION

CIRCULATION:

October 1, 2007	Total Paid	34,551
	Total Free	1,520
	Bonus Controlled	5,025
	TOTAL	41,096

GUARANTEED CIRCULATION: 40,000

CIRCULATION VERIFICATION:

Publisher's statement based on post office receipts.

COVERAGE AND MARKET

- Coverage:** Journal circulates both domestically and internationally.
- Market:** Those responsible for drug control (which includes drug purchasing, drug distribution services, and clinical pharmacy services) in organized health care settings.

SPECIAL ISSUES:

- Summer Meeting Issues:
 April 15th - Preliminary Program,
 September 1st - Summer Meeting Proceedings
- Midyear Clinical Meeting:
 October 15th - Preliminary Program
- Bonus Distribution:
 June 1st - Summer Meeting
 December 1st - Midyear Clinical Meeting
- Ad Test Issues:
 March 15th and August 1st

RATES

AGENCY COMMISSION:

15% of gross billing on space, color and preferred positions. Billing directed to the advertising agency at the net rate is approved on condition that the advertiser will accept full responsibility for payment if the agency does not remit within 90 days. This payment obligation also applies to sponsors of educational grants and journal supplements

CLOSING DATES FOR SPACE:

- Reservations:** 1st and 15th of month preceding cover date.
- Cancellations:** Not later than 1st and 15th of month before month of insertion (e.g., December 1 and 15 for January 1 and 15 issues, etc.) Printing schedules do not permit any exceptions.

BLACK AND WHITE RATES: (effective January 2008)												
Page Size	1x	6x	12x	24x	36x	48x	60x	72x	84x	96x	108x	120x
One Page	\$ 3,995	3,895	3,790	3,715	3,660	3,605	3,530	3,480	3,420	3,395	3,370	3,345
Half Page:	\$ 2,640	2,585	2,510	2,440	2,405	2,350	2,300	2,275	2,250	2,225	2,170	2,090

EARNED RATES:

- Earned rates are based on the total number of insertions (full or fractional pages) used within a calendar year or a 12-month contract period.
- Space purchased by a parent company and with subsidiaries is combined for accounting of earned rate.

COLOR RATES:

- Standard color rate: \$785 per page or fraction.
- Standard AAAA colors: Red, green, blue, yellow and orange.
- Matched colors: \$895 per page or fraction.
- Color rate for spreads: Color charge applies to each page.
- 4-Color rates: \$2,320 per page or fraction.
- Color charges are in addition to earned black and white rates.
- Metallic colors: \$1,940 per page or fraction.

BLEED:

No extra charge for bleed.

INCENTIVE PROGRAMS:

- Advertising pages in the 2008 Midyear Clinical Meeting Program and Summer Meeting Program may be combined for frequency discounts in *AJHP*.
- New Product Launch Incentive:** Run your new product launch in three issues over a three month period and receive an additional one time placement free of charge.

- Frequent Advertising Rewards Program:** Run six ads over a six month period and receive an additional placement free of charge. Run twelve ads and receive two additional placements.

2008 INSERT RATES:

	<u>2 Page Insert</u>	<u>4 Page Insert</u>	<u>8 Page Insert</u>
1x	\$8,470	\$16,885	\$33,770
6x	8,290	16,485	33,040
12x	8,080	16,125	32,225
24x	7,920	15,815	31,625
36x	7,735	15,450	30,870
48x	7,635	15,240	30,450
60x	7,500	14,980	29,950
72x	7,370	14,715	29,410
84x	7,240	14,455	28,880
96x	7,185	14,375	28,700
108x	7,135	14,270	28,515
120x	7,110	14,170	28,305

BRCs: One time earned black & white rate. A minimum of one page run of book advertising must accompany BRC.

COVER AND PREFERRED POSITION RATES:

- On a 12 or 24 time basis only. Non-Cancellable.
- a. **2nd Cover:** 25% extra
Page one (opposite 2nd Cover): 25%; only spread ads are accepted for 2nd Cover and 1st Page.
 - b. **3rd Cover:** 25% extra
 - c. **4th Cover:** 50% extra
 - d. **Page Opposite Table of Contents:** 20% extra
 - e. **Other preferred positions:** First ad after Table of Contents, News, Questions and Answers, Management Consultation, Letters, Editorial (LHP only), and Career Opportunities, 10% extra. Opposite first article, 15% extra. An additional charge may be assessed for special position requests or for unique advertising units (e.g., printed ad followed immediately by furnished insert) that have limitations on their placement. Check with Advertising Placement Manager.

MISCELLANEOUS:

- a. Contracts accepted on annual basis.
- b. Uniform rates and discounts to all advertisers using same amount and kind of space.
- c. No concessions from regular advertised rates.

MECHANICAL REQUIREMENTS

UNIT SIZES:

	<u>Width</u>	<u>Height</u>
Full Page	7"	10"
1/2 Page - Horizontal	7"	4-3/4"
1/2 Page - Vertical	3-1/4"	10"

BLEED DIMENSIONS:

- a. **Full page:** 8-1/2" x 11-1/4". **Fractional units:** Not pertinent.
Gutter bleed: 8-1/2" x 11-1/4"
- b. **Trim size of publication:** 8-1/8" x 10-7/8"
Keep essential matter 1/2" from trim edges.

INSERT REQUIREMENTS:

- a. **Sizes:** Same for 2-page, 4-page, etc. inserts. Overall size 8-1/2" x 11-1/4", spread inserts for backup, 17" x 11-1/4". Allow 1/2" additional for press gripper (12") for backup printing. Final trim is 8-1/8" x 10-7/8".
- b. **Trimming:** 3/16" on all sides.
- c. **Stock Weight Acceptable:** 80 lb. coated text stock maximum for standard inserts; gatefolds and other shortcut inserts are not acceptable.
- d. **Quantity:** Approximately 45,000. Check with Advertising Manager on circulation of particular issue in which insert is to be used.
- e. **Closing date for inserts:** 1st and 15th of the month before month of issue (e.g., December 1 and 15 for January 1 or January 15 issues).
Shipping address for inserts:
R. R. Donnelley and Sons, Senatobia Division, 121 Matthews Drive, Senatobia, MS 38668. (Mark shipping cartons for *American Journal of Health-System Pharmacy*, issue of insertion, and quantity in shipment).

PAPER STOCK:

- a. **Inside pages:** 50 lb. enamel.
- b. **Covers:** 100 lb. enamel.
- c. **4-color process:** 50 lb. enamel.

TYPE OF BINDING:

 Perfect bound.

PRINTING SPECIFICATIONS:

- a. AAAA/MPA/ABP offset standards apply.
- b. **Preferred material:** Digital art submission is preferred.
- c. **B/W and 2-color screen:** Recommended, 120; Maximum 133.
- d. **B/W and 2-color density:** Maximum 140%; only 1 color may be solid.
- e. **4-color screen:** Recommended 120; maximum 133.
- f. **4-color density:** Maximum 240%; y, r, b, blk. (Screen tone values of any one color should not exceed 85%).
- g. **Number of Proofs:** Progs, 1 set.
- h. **Proofing:** head/foot.
- i. **Rotation of colors:** black, blue, red, yellow.

REPRODUCTION MATERIAL REQUIREMENTS:

- Electronic submissions preferred. Digital ad specifications:
- a. Furnish your electronic ad layouts in the native application format.
 - b. Use Adobe PostScript Type 1 outline fonts.
 - c. Furnish all screen and printer fonts for each typeface used.
 - d. Furnish all linked graphic files used in the final page file. All graphics must be supplied in the CMYK color model. If spot colors are to be used, make sure they are correctly named and specified to separate as a spot color in the final document. Furnish a hard copy proof of the ad that is representative of how it should look upon imaging.
 - e. Be sure that the page size of the supplied layout matches our trim size.
 - f. Center ad artwork on the document page for ads, allowing 1/8" on each side. There are no bleeds.
 - g. Keep a backup of all files submitted. Always submit a copy.

CLOSING DATE - MECHANICAL:

- a. **Complete reproduction material:** Black and white, 2-color, 4-color, and covers: 1st and 15th of the month before month of issue (e.g., December 1st and 15th for January 1st and 15th issues, etc.)
- b. **Publication-set copy - with proofs, without proofs:**
Will set advertising copy at charge to be determined. Will supply proofs.
- c. **Patches:** 1st and 15th of month before month of issue.
- d. **Inserts:** 1st and 15th of month before month of issue.

DISPOSITION OF REPRODUCTION MATERIALS:

Held for one year unless disposal instructions are received from advertiser. Original artwork returned in 30 days if requested.

ADDRESSES:

- a. **For contracts, insertion orders, other instructions, publication-set copy and complete reproduction materials:**
Nasrine Sabi, Advertising Manager
American Journal of Health-System Pharmacy
7272 Wisconsin Avenue
Bethesda, Maryland 20814-4836
Tel: (301) 664-8677, Fax: (301) 634-5777
E-Mail: nsabi@ashp.org
- b. **For inserts:**
American Journal of Health-System Pharmacy
R. R. Donnelley and Sons
Senatobia Division
121 Matthews Drive
Senatobia, MS 38668
Advertising Representatives
James G. Pattis or Randi Fischer
Cunningham Associates
180 Old Tappan Road
Old Tappan, NJ 07675
Tel: (201) 767-4170
Fax: (201) 767-8065
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