

# CLINICAL HIGHLIGHTS

## for the Rheumatologist

### 2020 ADVERTISING RATES AND SPECIFICATIONS

*Clinical Highlights for the Rheumatologist (CHR)* is a bi-monthly publication featuring the most recent articles of highest clinical interest from *The Journal of Rheumatology*, a peer-reviewed journal founded in 1974. The featured articles are carefully chosen by the Editor-in-Chief for their impact and relevance in advancing clinical practice.

Each issue features original clinical research by world-renowned experts, with the latest articles on drug therapy, patient-reported outcomes, and the discovery of therapeutic targets in the treatment of rheumatic diseases.

#### JOURNAL STATISTICS

##### Readership

4,200 practicing rheumatologists based in the USA who are actively involved in the field of rheumatic diseases and in the care of patients.

##### Distribution

*Frequency:* Bi-monthly (6 times/year)  
*Circulation:* Controlled  
*Subscription data:* BPA-audited



##### 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.

#### ADVERTISING RATES - 2020

B & W	1 x	6 x	12 x	24 x	48 x
Full page	\$ 1,780	\$ 1,720	\$ 1,580	\$ 1,520	\$ 1,495
2/3 page	\$ 1,265	\$ 1,215	\$ 1,095	\$ 1,030	\$ 990
1/2 page	\$ 1,085	\$ 1,030	\$ 960	\$ 920	\$ 890
1/3 page	\$ 815	\$ 785	\$ 720	\$ 700	\$ 695
1/4 page	\$ 695	\$ 670	\$ 645	\$ 620	\$ 565

COVERS	B & W	COLOR	ADD
Inside Front Cover	25% earned B/W rate	Standard	\$ 710
Inside Back Cover	25% earned B/W rate	Matched	\$ 765
Outside Back Cover	50% earned B/W rate	4-Color Process	\$ 1,950
		5-Color	\$ 2,715

Classified Rates same as B&W. Digital files required; extra charges may otherwise apply.

Rates are based on the total amount of space used within a 12-month period. Rate holder principle not recognized.

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.

**Bleed:** No charge

**Consecutive Right-hand Pages (≥3):** 10% extra on space

**Guaranteed Positions:** 15% extra on space

#### CLOSING DATES

Publication Month	Space	Ad Materials
Jan/Feb	Jan 1	Jan 6
Mar/Apr	Mar 1	Mar 6
May/June	May 1	May 6
Jul/Aug	Jul 1	Jul 6
Sep/Oct	Sep 1	Sep 6
Nov/Dec	Nov 1	Nov 6

Cover tips, belly bands, and discounted online opportunities when combined with print. Contact your Sales Representative for more details.

## COPY 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.

## AGENCY/EARNED RATES

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.

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.

## MECHANICAL REQUIREMENTS

Front cover tip-on: max size 7.875" w x 5.5" h, max stock 80 lb coated. If printing double-sided, leave 0.5" space for glue at binding edge on backside.

Advertising printed by offset lithography.

Binding: perfect bound (notch perf, no grind).

Paper stock: 70 lb. FSC gloss. Cover is varnished. Trim size 8.125" w x 10.875" h.

## INSERT INFORMATION

Minimum insert 2 pages.

Supply multi-page inserts to allow final trimmed size 8.125" x 10.875" with 0.3125" trim at top edge, 0.125" trim at outside and bottom edges.

Supply multi-page inserts folded, notched, and untrimmed.

Maximum weight of stock - 80 lbs. (on 25"x 38" sheet basis).

Quantity required is 4,400 (circulation plus 10%).

Ship inserts double-boxed.

Typew 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.

## ELECTRONIC ARTWORK SUBMISSION

Files must be submitted as hi-resolution press-ready PDFs, with crop marks and 0.125" bleed.

Grayscale and color images should have a minimum of 300 dpi.

Color graphics must be in CMYK.

## DOUBLE-PAGE SPREAD

Supply DPS ads as singles, not spreads.

For images that run across the spread, supply double image gutter in spine of 0.5" (0.25" split on each page). Avoid running type across the gutter.

## 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. Any additional production charges will be billed to the client. For more information, contact Sean Kruger, Britannia Printers Inc.

## LABELING

Submissions must include the advertiser, agency name, contact person, return address, telephone, issue date, file reference ID name/number.

Reference ID on submission must match ID on insertion order).

## DISPOSAL OF MATERIALS

Excess inserts will not be held after binding unless requested in writing. Advance shipments of inserts will be held for 6 months.

	Type page	
Full page	2/3 page	4.5" w x 10" h
Trim size 8.125" w x 10.875" h	1/2 page	7" w x 4.67" h
Type page 7" w x 10" h	1/2 vertical	3.125" w x 10" h
Bleed size 8.25" w x 11.125" h	1/3 vertical	2.125" w x 10" h
No grind-off at spine.	1/4 page	3.125" w x 4.675" h

## CONTACT

### Britannia Printers Inc.

Printers and Shipping  
 Contact: Sean Kruger  
 992 Dillingham Road  
 Pickering, ON L1W 1Z6  
 Tel: 416-698-7608  
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[sean@britannia.ca](mailto:sean@britannia.ca)  
 FTP: <https://britannia.ca/send-files>  
 (stay online until a confirmation has been received)

### Jim Brady

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### The Journal of Rheumatology

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