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.

Readerhip
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 - 2024

<table>
<thead>
<tr>
<th>B &amp; W</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,945</td>
<td>$1,885</td>
<td>$1,725</td>
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<td>$1,330</td>
<td>$1,195</td>
<td>$1,125</td>
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<td>1/2 page</td>
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<td>$1,125</td>
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<td>$ 890</td>
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<td>$ 790</td>
<td>$ 770</td>
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<tr>
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<td>$ 760</td>
<td>$ 735</td>
<td>$ 710</td>
<td>$ 680</td>
<td>$ 625</td>
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<table>
<thead>
<tr>
<th>COVERS</th>
<th>B &amp; W</th>
<th>COLOR</th>
<th>ADD</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>25% earned B/W rate</td>
<td>Standard</td>
<td>$ 755</td>
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<tr>
<td>Inside Back Cover</td>
<td>25% earned B/W rate</td>
<td>Matched</td>
<td>$ 810</td>
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<tr>
<td>Outside Back Cover</td>
<td>50% earned B/W rate</td>
<td>4-Color Process</td>
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<tr>
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<td></td>
<td>5-Color</td>
<td>$2,880</td>
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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

<table>
<thead>
<tr>
<th>Publication Month</th>
<th>Space</th>
<th>Ad Materials</th>
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<tbody>
<tr>
<td>Jan/Feb</td>
<td>Jan 1</td>
<td>Jan 6</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>Mar 1</td>
<td>Mar 6</td>
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<tr>
<td>May/Jun</td>
<td>May 1</td>
<td>May 6</td>
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<tr>
<td>Jul/Aug</td>
<td>Jul 1</td>
<td>Jul 6</td>
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<tr>
<td>Sep/Oct</td>
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<td>Sep 6</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Nov 1</td>
<td>Nov 6</td>
</tr>
</tbody>
</table>

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 × 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.

INSERT INFORMATION
Minimum insert 2 pages.
Supply multipage inserts to allow final trimmed size 8.125” w × 10.875” with 0.3125” trim at top edge, 0.125” trim at outside and bottom edges.
Supply multipage inserts folded, notch-perfed, and untrimmed.
Maximum weight of stock 80 lbs. (on 25” x 38” sheet basis). Quantity required is 4,900.
Ship inserts double-boxed.
Type 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.

CONTACT
Britannia Printers Inc.
Printers and Shipping
Contact: Sean Kruger
992 Dillingham Road
Pickering, ON L1W 1Z6
Tel: 416-698-7608
Fax: 905-839-7598
Email: print@britannia.ca,
sean@britannia.ca
FTP: https://britannia.ca/send-files
(stay online until a confirmation has been received)

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