

# PHARMACOTHERAPY

The Journal of Human Pharmacology and Drug Therapy

The Official Journal of the  
American College of Clinical Pharmacy

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Rate Card

&

Mechanical Specifications

## ADVERTISING REPRESENTATIVES

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Rates  
and  
Data  
Effective  
January  
2011

# PHARMACOTHERAPY

The Journal of Human Pharmacology and Drug Therapy

## Publisher

Pharmacotherapy Publications, Inc., Tufts Medical Center Box 806, 800 Washington Street, Boston, MA 02111  
Tel: (617) 636-5390 • Fax: (617) 636-5318  
Web site: [www.pharmacotherapy.org](http://www.pharmacotherapy.org)

## Advertising Representatives

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## Rates and Data — Effective January 2011

### GENERAL INFORMATION

#### Issuance:

Frequency: Monthly  
Issue Dates: 1st of month  
Mailing Date: Approximately 1st day of the month of publication  
Class: Second  
Mailing Cover: Biodegradable Polybag

#### Established:

July/August 1981

#### Subscription Rates (Annual):

	USA	International
Institutions	\$435.00	\$485.00
Individuals	130.00	185.00
Students, Residents	95.00	145.00
Annual percentage of subscription renewals:		95%
Issues sent after subscription expires:		One

#### Affiliation:

Official Clinical Journal of the American College of Clinical Pharmacy

#### Editorial:

Editorial Content: Original articles of interest to physicians, pharmacists, and other health professionals with major interests in drug therapy or clinical drug research.

Special Editorial Features: "Evaluations of New Drugs" critically evaluates new drugs as they are introduced in the United States. "Evaluations of New Indications" assesses new uses for older drugs. "Reviews of Therapeutics" provides state-of-the-art reviews on the drug treatment of specific diseases. "Drugs in Perspective" are comprehensive reassessments of older marketed drugs. "Science for Clinicians" explores specific facets of basic science as they relate to clinical medicine.

Controversies in Drug Therapy" are pairs of articles that examine both sides of a controversial topic in drug therapy. "Postmarketing Follow-up Studies" features non-experimental (epidemiologic) postmarketing studies of new drugs. "Clinical Research Articles" are original research articles relevant to drug therapy. "Case Reports" are reports of unusual drug effects.

#### Special Issues:

The American College of Clinical Pharmacy Annual Meeting special issue is published in September. Booth numbers are stripped in at bottom of ad at no extra charge. Proceedings of symposia, conferences and other meetings and special issues on selected topics are published as supplements on an irregular basis.

#### Staff:

Editor and Publisher: Richard T. Scheife, Pharm.D.  
Associate Editor: Wendy R. Cramer, Pharm.B.  
Managing Editor: Stephen E. Cavanaugh  
Business Manager: Ann E. Chella-Nigl  
Production Manager: Minhhoai Lam  
Advertising: Jim Pattis, Randi Fischer

#### Product Advertising Policy:

Copy for advertising is accepted by the Editor on the basis of the apparent quality and usefulness of the product and the manner of its presentation.

Advertising is usually reviewed by the Editor on the day of receipt of copy or mechanicals, and the advertiser is notified immediately of any conflict or scheduling problem.

#### Service To Advertisers:

Availability of mailing list: Available for advertiser's use at \$100.00 per 1,000 names or fraction thereof. Copy and content of piece to be mailed are subject to approval of Editor.

Editorial Reprints: Reprints of articles are available from publisher. The page size is the same as the journal. Individuals or companies ordering reprints should obtain author's written clearance before placing order with Editor. Price quotations for 100–9,000 reprints are immediately available from the publisher; prices for larger quantities will be quoted within three (3) days.

#### Placement:

Advertisements may be inserted between articles; adjacent to the masthead, scope and purpose, and table of contents; and in the front and back of an issue.

## CIRCULATION

**Circulation:**

Total paid:	10,766
Total complimentary and exchange:	234
Guaranteed circulation	11,000

**Circulation Verification:**

Sworn statement

**Coverage And Market:**

- a. Coverage: Domestic and international
- b. Market Served: Clinical pharmacists, clinical pharmacologists, practicing physicians, hospital pharmacies, and students. Pharmacotherapy is the only journal that publishes comprehensive and authoritative evaluations of

new drugs introduced in the United States at about the time they are marketed. The journal also systematically evaluates new uses for older drugs, reviews the drug treatment of selected diseases, reassesses older drugs and examines controversial topics in drug therapy. In addition to these review series, Pharmacotherapy also publishes original clinical research articles on all aspects of human pharmacology. The journal has a distinguished Editorial Board that represents most major medical and pharmacy disciplines. Our readers are responsible for the selection and proper use of drugs in hospitals and have a major influence on drug education and use. A high percentage of readers are members of P&T Committees. The journal is received by all ACCP members.

## RATES

### BLACK AND WHITE RATES: (Effective January 2011)

	1x	3x	6x	12x	24x	36x	48x
One Page	\$1,825	\$1,745	\$1,660	\$1,540	\$1,475	\$1,395	\$1,335
1/2-Page	\$1,120	\$1,000	\$865	\$880	\$810	\$770	\$675
1/4-Page	\$690	\$665	\$640	\$615	\$610	\$600	\$585

**Issuance:**

Frequency: Monthly

**Agency Commission:**

15% of gross billing on space and color

**Earned Rates:**

Earned rates are based on the total number of insertions (full or fractional pages) used within a one-year period.

**Color Rates:**

- a. Standard color rate: \$600 per page or fraction.
- b. Standard AAAA colors: Red, green, blue, yellow, and orange.
- c. Matched colors: \$720 per page or fraction.
- d. Color rate for spreads: Color charge applies to each page.
- e. 4-Color rates: \$1,750 per page or fraction.
- f. Color charges are in addition to earned black and white rates.

**Bleed:**

No charge.

**Cover And Preferred Position Rates:**

- a. Second Cover: 50% Premium
- b. Fourth Cover: 100% Premium
- c. Table of Contents: 25% Premium
- d. Facing First Editorial: 25% Premium
- e. Editorial Board: 15% Premium
- f. Cancellation Policy: Positions are noncancellable for contract period.
- g. Preferred Position: When an advertiser wants a certain position, the position will be considered "preferred" and charged a 10% premium.

**Closing Dates For Space:**

- a. Reservations: 4 weeks prior to date of issuance.
- b. Cancellations: Any time prior to closing.

**Inserts:**

- a. Earned page rate times the number of pages plus one page. For large inserts, gatefolds, etc., please inquire.
- b. All inserts must be submitted to the journal for approval of stock and design, and other mechanical specification.
- c. All inserts must be delivered to the printer in cartons with journal name, quantity, and issue clearly marked.
- d. Limitations: Since inserts are bound between signatures, the publisher reserves the right to limit the number of inserts per issue.
- e. Insert quantity: 12,000.

## MECHANICAL REQUIREMENTS

### Unit Sizes:

	Width	Height
Spread (2 facing pages)	14"	10"
Full page	7"	10"
1/2 page (horizontal)	7"	4-7/8"
1/2 page (vertical)	3-1/4"	10"
1/4 page	3-1/4"	4-7/8"

### Bleed Sizes:

	Width	Height
Spread (2 facing pages)	16-1/2"	11-1/8"
Full page	8-1/4"	11-1/8"
1/2 page (horizontal)	8-1/4"	5-1/8"
1/2 page (vertical)	4-1/8"	11-1/8"

### Trim Size:

8-1/8" x 10-7/8"

### Insert Sizes:

- a. Sizes:
 

2 page	8-1/4" x 11-1/8"
4 page	8-1/4" x 11-1/8"
8 page	pages 1-4: 8-1/4" x 11-1/8"
	pages 5-8: 8-3/8" x 11-1/8"
- b. Trimming: Head, foot and outside trim: 1/8", margin for live matter is 1/2" on all edges. All inserts always jog to the head.
- c. Stock weights acceptable: Not to exceed 80 lb offset for inserts of two (2) pages. Bulking factor 0.004, coated or uncoated, maximum.
- d. Quantity: Information on request.
- e. Closing date for inserts: 15th of month prior to issuance.
- f. Packing and labeling of inserts for shipping. Packed one up, folded if 4, 6 or 8 pages, flat if 2 pages; on skids with runners at least 8" high and 26" apart. There must be a skid top on the load and waterproof wrapping with steel strapping both ways. The labels must show quantity and issue date insert is scheduled to run.

### Paper Stock:

- a. Cover: 100 lb coated
- b. Body: 45 lb coated

### Type of Binding:

Perfect binding

### Halftone Screen:

- Covers: 133 preferred; 150 acceptable  
 Inside: 133 preferred; 150 acceptable  
 4-Color Screen: 133 line preferred for all colors, maximum 150.  
 Sum percentages of tone values should not exceed 260% and no more than one solid should be used. Maximum screen tone value for every color should be 85%.

### Reproduction Requirements:

Film negatives, emulsion down, right reading preferred. Scotch prints, positives or engravings acceptable. Four-color process ads will be produced 4 colors wet in the following rotation: red, blue, yellow, black. Progressive proofs should be proofed wet in the same rotation on 60 lb Sterling Litho Gloss basis

or comparable paper. Inks 4A standard inks. The publisher, to be responsible for quality, must receive two (2) sets of progressive proofs with two (2) extra top sheets pulled as described above. Reproduce all reverse lettering with a minimum of colors, using key color shape of letters in making lettering in subordinate colors slightly larger than key color to reduce register problems. Small letters with fine serifs are not practical and should be avoided.

### Closing Dates:

Due Date	Insertion Order	ROB Materials	Inserts
Vol.31#1	12/06/10	12/11/10	12/17/10
Vol.31#2	01/07/10	01/13/11	01/17/11
Vol.31#3	02/03/11	02/10/11	02/14/11
Vol.31#4	03/04/11	03/11/11	03/15/11
Vol.31#5	04/04/11	04/08/11	04/12/11
Vol.31#6	05/05/11	05/11/11	05/13/11
Vol.31#7	06/02/11	06/09/11	06/14/11
Vol.31#8	07/01/11	07/08/11	07/12/11
Vol.31#9	08/04/11	08/11/11	08/15/11
Vol.31#10	09/06/11	09/13/11	09/15/11
Vol.31#11	10/04/11	10/11/11	10/13/11
Vol.31#12	11/04/11	11/09/11	11/11/11

### Disposition of Material:

Material will be held for one year from last date of issue used and then destroyed, unless otherwise indicated.

### Addresses:

#### a. For Contracts and Insertion Orders:

Kathy Tamalonis  
 Cunningham Associates  
 180 Old Tappan Road, Old Tappan, NJ 07675  
 Telephone: 201-767-4170 • Fax: 201-767-8065  
 E-mail: ktamalonis@cunnasso.com

#### b. For Mechanicals and Negatives:

- By regular U.S. Mail:  
 PHARMACOTHERAPY  
 Tufts Medical Center/806  
 800 Washington Street  
 Boston, MA 02111  
 Telephone: (617) 636-5390
- By air courier, Express Mail or UPS:  
 PHARMACOTHERAPY  
 Tufts Medical Center/806  
 800 Washington Street  
 Boston, MA 02111  
 Telephone: (617) 636-5390

- For electronic ad submission requirements:  
 E-mail: minh@pharmacotherapy.org

#### c. For Inserts:

Pharmacotherapy  
 c/o Tim Gates  
 Dartmouth Printing Company  
 69 Lyme Road  
 Hanover, NH 03755  
 Telephone: (800) 258-0300 x218

All inserts must be delivered in cartons with journal name, quantity and issue clearly marked.