



Caring for the Ages

Official Newspaper of the American
Medical Directors Association
www.caringfortheages.com

PUBLISHER
Elsevier Society News Group
60 Columbia Road, Bldg. B
Morristown, NJ
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**RECRUITMENT/CLASSIFIED
ADVERTISING SALES**

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EDITORIAL

Caring for the Ages, the official newspaper of the American Medical Directors Association, covers professional news, trends and other timely issues of medical importance to the long-term care continuum

ORGANIZATIONAL AFFILIATION

American Medical Directors Association

ESTABLISHED

2000

PUBLISHING STAFF

President, IMNG: Alan Imhoff
Director, ESNG: Mark Branca
Executive Director, Editorial: Mary Jo M. Dales

AUDIENCE

Coverage: National
Market Served: Medical directors, attending physicians, consultant pharmacists and other medical professionals working in all long-term care settings, including skilled nursing and assisted living facilities.

CIRCULATION

43,000
BPA Audited

BONUS DISTRIBUTION

- March Issue: American Medical Directors Association, Long Beach, CA; March 11-14, 2010
- April Issue: American Geriatrics Society, Orlando, FL; May 12-15, 2010
- October Issue: American Society of Consultant Pharmacists, Orlando, FL; November 10-13, 2010

ISSUANCE

- Frequency: 12 times a year

CLOSINGS

- Cancellations: No cancellations will be accepted after closing date.
- Digital ad materials due same day as space closing.
- Dates subject to change.

Publication Month	Ad Space Closing/ Ad Materials Deadline
January	12/15/09
February	01/20/10
March	02/09/10
April	03/24/10
May	04/21/10
June	05/18/10
July	06/21/10
August	07/22/10
September	08/23/10
October	09/21/10
November	10/21/10
December	11/18/10

OTHER SERVICES TO ADVERTISERS

- Sponsored Supplements, contact:
Mark Branca. Tel: 973-290-8246 • Fax: 973-290-8250
E-mail: m.branca@elsevier.com
- Recruitment and Classified Advertising, contact:
Robert Zwick • Tel: 973-290-8226 • E-mail: r.zwick@elsevier.com

ACCEPTANCE OF ADVERTISING

The Publisher and Editor reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor and the owner of the journal from and against any loss, expense, claim or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules and regulations.

Caring for the Ages • 2010

RATES*	1x	2x	6x	12x
KING PAGE RATES	\$5,030	\$4,525	\$4,405	\$4,275
King 1/2 Page	2,555	2,305	2,240	2,180
King 1/4 Page	1,945	1,750	1,695	1,655
King Page 1/8 Page	1,440	1,295	1,265	1,220
ISLAND PAGE RATES				
Full Island Page	3,720	3,350	3,265	3,165
Half Island Page	2,210	1,990	1,935	1,880
1/4 Island Page	1,295	1,165	1,135	1,105
COLUMN INCH RATES				
Up to 180 Words	\$610	550	530	520
Up to 120 Words	500	450	440	425
Up to 60 Words	275	245	235	225

*State & local taxes may apply.

COLOR

- Color Logo: \$190
- 1 Color: \$190
- 2 Color: \$250
- 4 Color: \$350.
- 6 Color Matched: \$600.
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

AGENCY DISCOUNT

15%; applicable only to 1/4 page display size or larger; all rates noted on this card are GROSS.

MECHANICAL SPECIFICATIONS

PAGE SIZES	TYPE AREA
Trim	10½" x 14"
King Full Page	9½" x 12"
King 1/2 Page Horizontal	9½" x 6"
King 1/2 Page Vertical	4¾" x 12"
King 1/4 Page	4¾" x 6"
King 1/8 Page	2¼" x 6"
Full Island Page	7" x 10"
Half Island Page Horizontal	7" x 4¾"
Half Island Page Vertical	3¾" x 10"
1/4 Island Page	3¾" x 4¾"

SHIPPING INSTRUCTIONS

Send all advertising materials to:
Caring for the Ages
Robert Zwick
Classified Sales Manager
60B Columbia Road
Morristown, NJ 07960
Tel: 973-290-8226 • Fax: 973-290-8250
r.zwick@elsevier.com

CONFIDENTIAL BOX NUMBERS \$40**COMPOSITION**

- Black & White Only: Full page: \$150 • Half page: \$125 • Quarter page: \$95
- All production charges are net and non-commissionable

JOURNAL WEB SITE ADVERTISING

Banners are available on the journal's Web site. Banners are sold by impressions on a cost per thousand basis. Contact your sales representative for rates, possible sponsorships and estimated monthly visitor traffic.

ONLINE AD PLACEMENT

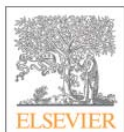
Place your print ad on www.elsevierhealthcareers.com and get World Wide Web exposure for \$70 additional (same size as print ad) for a 30-day period. 60-day online early \$125

CANCELLATIONS

Must be received in writing on or before the announced closing date.

PRODUCTION REQUIREMENTS

- Halftones: 133-line screen
- Publication will set type in styles available without charge. No proofs provided.
- Electronic submission of all ads is strongly recommended.
- E-Mail transmission of artwork:
 - Digital ads will be accepted via e-mail only if they are PDF or PDFX/1A files.
 - Ads and proofs must be sized at 100%.
 - Black & white proofs may be faxed to your sales representative. Color proofs must be mailed.
- Artwork on disk:
 - MAC and PC formats accepted. Only accept PDF or PDFX/1A files.
 - Media accepted: ZIP 100 MB OR 250 MB, Jaz, or CD-ROM.
 - Digital files will not be altered.
 - All files must be at 100%.
 - CT files must be 300 DPI (Res 12) and LW files must be 2032 (Res 80).
- Trapping must be included.
- Images/scans, fonts, logos, artwork must be included.
- All images must be CMYK (RGB images cannot be processed). Third party fonts are not accepted.
- Color proofs:
 - Provide two high-end digital proofs with color bars. We accept:
 - DDCP (Kodak Approval, Screen True Rite, Optronics Intelliproof).
 - High-End Ink Jet (Scitex Iris, DuPont Waterproof, Fujiproof).
 - Dye Sub (Imation Rainbow, Tektronic Phaser, Kodak 9000).
 - Color laser proofs are not accepted as color guidance. Proofs must be provided at 100%.
- Provider Information:
 - Please provide the following with your media:
 - Publication name and issue date
 - Advertiser, product and agency name
 - Contact name and phone number
 - Printed directory of disk or CD
 - All supplied ad material will be destroyed unless otherwise requested.
 - For further questions, please contact Judi Sheffer at 240-221-2412.



ELSEVIER
SOCIETY
NEWS GROUP

ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC 'Elsevier' shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

2. Offer and acceptance/ Description

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All product orders are accepted subject to availability. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use (or if the Client is an agent, for the account and use of no more than one principal) and not on behalf of any other person or entity. Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, printing processes, technical design, size and kind of address file, weights and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

3. Execution and modification of the order

Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion if, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC. Elsevier shall act in the name of, to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no dates are so specified, delivery/performance will be within a reasonable time.

4. Rates and prices

Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number at the time of placing its order.

5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on any account. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

6. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and or Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

7. Liability and claims

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any damages, costs or expenses payable by Elsevier to any third party; (d) loss of any order or contract; or (e) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not caused by any breach on the part of Elsevier; AND (ii) NEITHER PARTY SHALL BE RESPONSIBLE FOR DEATH OR PERSONAL INJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE OR WILFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE. NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY'S OWN NEGLIGENCE.

ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

8. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

9. Advertising & Reprints

Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertisement or other content (the "Advertising Content"). Client represents and warrants that (i) Client holds the necessary rights to permit the use of the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution, or transmission of the Advertising Content will not violate any civil or criminal laws, rules or regulations or industry codes or any rights of any third parties including, but not limited to, infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and generally prevailing custom and practice. Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties. Elsevier reserves the right to reject any advertising and/or promotions that are not consistent with Elsevier's standards. In addition, Elsevier shall have the right, at any time, to remove any of Client's advertising and/or terminate this TC if Elsevier determines, in its sole discretion, that the Advertising Content or any portion or publishing thereof (1) violate Elsevier's then applicable advertising policy; (2) violate any law, rule or regulation or industry code or if Elsevier is directed to do so by any law enforcement agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks or other proprietary rights or (4) are otherwise objectionable to Elsevier. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or accuracy of any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specific advertiser. Two or more advertisers are not permitted to use space under the same order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements has been given a discounted rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for the actual volume at the end of the applicable year at a reduced discount and the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier shall return to the Client any amount overpaid by the Client. Orders specifying positions are accepted subject to the right of Elsevier to determine actual positions. If Elsevier considers it necessary to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can only supply reprints of published material and shall be entitled to reject any order for reprints of material that has not been published.

10. Cancellations & Returns

Without prejudice to any rights the Client may have under statute as a consumer, if the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of book products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

11. General

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any person, firm or company. If any provision of the TC is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and the remaining provisions of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.