



Chest Physician

Official Newspaper of the
American College of Chest
Physicians

PUBLISHER

Elsevier Society News Group (ESNG)
60 Columbia Road, Bldg. B
Morristown, NJ 07960-4526
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RECRUITMENT/CLASSIFIED ADVERTISING SALES

Rhonda Beamer
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EDITORIAL

Chest Physician, the official newspaper of the American College of Chest Physicians, provides news dealing with the important issues facing cardiopulmonary and critical care physicians. Editorial content includes meeting coverage, expert commentary and clinical trial results, plus reporting on the business and politics affecting specialists in diseases of the chest.

ORGANIZATIONAL AFFILIATION

American College of Chest Physicians

ESTABLISHED

2006

PUBLISHING STAFF

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

AUDIENCE

Coverage: National
Market Served: All members of the American College of Chest Physicians (including pulmonologists, critical care physicians, cardiothoracic surgeons, cardiovascular surgeons and cardiologists) and all non-member critical care medicine and pulmonary disease specialists in patient care.

AVERAGE MONTHLY CIRCULATION

17,000
Sworn/BPA Worldwide

BONUS DISTRIBUTION

- December '09 Issue: Society for Critical Care Medicine
Miami Beach, FL; January 9-13, 2010
- April Issue: American Thoracic Society
New Orleans, LA; May 14-19, 2010
- October Issue: American College of Chest Physicians
Vancouver, BC, Canada; October 30-November 4, 2010

ISSUANCE

- Frequency: Monthly

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	12/01/09
February	01/01/10
March	02/01/10
April	03/01/10
May	04/01/10
June	05/01/10
July	06/01/10
August	07/01/10
September	08/01/10
October	09/01/10
November	10/01/10
December	11/01/10

OTHER SERVICES TO ADVERTISERS

- Sponsored Supplements, contact:
Mark Branca Tel: 973-290-8246 • Fax: 973-290-8250
E-mail: m.branca@elsevier.com
- Display Advertising, contact:
Greg Pessagno Tel: 443-512-8899 ext. 109 • Fax: 443-512-8909
E-mail: greg.pessagno@wt-group.com
- Recruitment and Classified Advertising, contact:
Rhonda Beamer Tel: 443-512-8899 ext. 106 • Fax: 443-512-8909
E-mail: rhonda.beamer@wt-group.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.



Classified Advertising Rate Card
Chest Physician • 2010

Advertising Sales Office
 Rhonda Beamer Tel: 443-512-8899 ext. 106 • Fax: 443-512-8909
 E-mail: rhonda.beamer@wt-group.com

<u>RATES</u>	1x	2x	6x	12x
KING PAGE RATES	\$3,370	\$3,035	\$2,945	\$2,860
King 1/2 Page	2,065	1,860	1,810	1,760
King 1/4 Page	1,270	1,150	1,110	1,080
King Page 1/8 Page	1,060	965	930	900
ISLAND PAGE RATES				
Full Island Page	2,210	1,995	1,930	1,880
Half Island Page	1,485	1,335	1,305	1,260
1/4 Island Page	985	880	860	835
COLUMN INCH RATES				
Up to 180 Words	630	565	550	540
Up to 120 Words	430	395	385	370
Up to 60 Words	230	210	200	195

*State & local taxes may apply.

COLOR

- Standard color: \$170 per page or fraction.
- 4-color process: \$450 per page or fraction.
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

MECHANICAL SPECIFICATIONS

<u>PAGE SIZES</u>	<u>TYPE AREA</u>
Trim	10½" x 14"
King Full Page	9½" x 12"
King 1/2 Page Horizontal	9½" x 6"
King 1/2 Page Vertical	4½" x 12"
King 1/4 Page	4½" x 6"
King 1/8 Page	2¼" x 6"
Full Island Page	7" x 10"
Half Island Page Horizontal	7" x 4½"
1/4 Island Page	3¾" x 4½"
1/8 Island Page	3¾" x 2¼"

SHIPPING INSTRUCTIONS

Send all advertising materials to:
 Chest Physician
 Elsevier Society News Group Classifieds
 5635 Fishers Lane, 6th Flr.
 Rockville, MD 20852
 Attn: Advertising Production
 Tel: 240-221-4500 | Fax: 240-221-4400

CONFIDENTIAL BOX NUMBERS: \$40

AGENCY DISCOUNT:

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

COMPOSITION

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

ONLINE AD PLACEMENT

Place your print ad on www.elsevierhealthcareers.com and get worldwide web exposure for an additional \$175 (same size as print ad) for a 30 day period.

CANCELLATIONS

Notifications of cancellations must be received in writing by space closing deadline. If space is cancelled after deadline or material is received too late, the advertiser will be charged for that insertion.

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 in file.
 - 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 a digital proof 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.

