

# EULAR Congress News

The Official Newspaper of the 13<sup>th</sup> Annual  
European Congress of Rheumatology

## 2012 Rate Card



**6-9 June 2012 - Berlin, Germany**

### ADVERTISING SALES CONTACT

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### Issuance

Published by IMNG Society Partners  
Frequency: 3 editions

### Organization Affiliation

European League Against Rheumatism

### Distribution

*EULAR Congress News* will be widely distributed both onsite and online to ensure maximum exposure for your message.

**ONSITE** The June 6<sup>th</sup> issue will be included in the EULAR registration bags provided to approximately 16,000 registrants at the meeting in Berlin. All three issues will also be available through distribution bins strategically placed throughout the convention center. In addition, copies will be distributed each day by hand to attendees entering the Congress.

**ONLINE** Each issue of *EULAR Congress News* will be available simultaneously online at [www.eularcongressnews.eu](http://www.eularcongressnews.eu). Online distribution in PDF format includes advertising, which extends the reach of your message to thousands of physicians unable to attend the meeting in Berlin.

### Editorial

Preview and meeting highlights of the 13<sup>th</sup> Annual European Congress.

### Contract and Copy Regulations

- All contracts and contents of advertisements are subject to IMNG's approval. IMNG reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- IMNG reserves the right to put the word "Advertisement" on advertising which, in IMNG's opinion, resembles editorial material.
- IMNG guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, IMNG reserves the right to repeat a former ad.

### Editorial Staff

Executive Editor: Mary Jo Dales  
Editor: Sally Kubetin

### Advertising Sales

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International Account Manager  
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### Issue and Closing Dates

<u>Issue Dates</u>	<u>Space Close</u>	<u>Material Due</u>
June 6, 7, and 8/9, 2012	April 24, 2012	May 1, 2012

### Rates

#### a. Rates—Black & White Rates (Gross US Dollars)

Page Size	x1	x2	x3	x6
Tabloid	\$8,250	\$8,150	\$8,050	\$7,950
Standard	7,565	7,450	7,335	7,110
1/2 Page	5,505	5,445	5,385	5,330

#### b. Color

Standard color: \$2,100  
Four color: \$3,200

#### c. Premium Positions

- Page 3: Tabloid black & white rate + 50% (*plus color*)
- Cover 4: Tabloid black & white rate + 60% (*plus color*)
- Cover Tips: \$20,000 net per issue

### Agency, Commission, Credit and Discount Terms

- Agency commission: 15% on all ads.
- Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due IMNG for contracted and published ad space.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

### Cancellations

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are noncancelable.



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### Full-Page Bleeds

Bleed size: 10 3/4" x 14 1/4" (Metric—27.3cm wide x 36.2cm long)

Trim: 10 1/2" x 14" (Metric—26.7cm x 35.6cm)

Keep live matter 1/2" (1.3cm) from all trim edges.

### Printing

IMNG publications are printed offset in a tabloid news format.

### Paper Stock

High-quality gloss stock

### Binding

Saddle Stitch

### Halftone Screen

133-line screen recommended.

### Reproduction Requirements

#### a. Black-and-white or color advertisements

PDFs required. We accept CD-ROM or the file may be transmitted to our FTP site.

**Host:** ftp.digilink-inc.com

**Starting Directory:** /eular

**User:** eular

**Password:** eular\_dl

(Host and User are not case sensitive, *Password is case sensitive and should be all lower case*).

Please contact Yvonne Struss (001 240-221-2410 or Y.evans@elsevier.com) with the name of the file when uploading ad.

File name must include name of product.

All files must be 100%. Digital files will not be altered.

Trapping must be included in file.

All images must be CMYK (RGB images cannot be processed). Third-party fonts are not accepted.

For further questions, please contact Yvonne Struss at 240-221-2410.

#### b. Color Proofs

Provide a digital proof with color bars.

Color laser proofs are not accepted as color guidance.

Proofs must be provided at 100% size.

#### c. Provider Information

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

### Shipping Instructions

#### a. Send all contracts and insertion orders to:

EULAR Congress News  
IMNG Society Partners  
60 Columbia Road, Bldg. B.  
Morristown, NJ 07960 USA  
Attn: Joan Friedman  
Phone: (973) 290-8211 | Fax: (973) 290-8250

#### b. Send all digital files and proofs to:

EULAR Congress News  
IMNG Society Partners  
5635 Fishers Lane, 6<sup>th</sup> Floor  
Rockville, MD 20852 USA  
Attn: Advertising Production  
Phone: (240) 221-4500 | Fax: (240) 221-2543

### Mechanical Specifications

#### Tabloid



Ad Size: 9 5/8" x 12 7/8" (24.4cm x 32.7cm)

Bleed: 10 3/4" x 14 1/4" (27.3cm x 36.2cm)

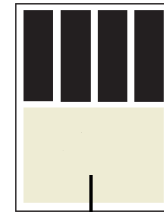
Trim Size: 10 1/2" x 14" (26.7cm x 35.6cm)

#### "Standard" Page



7 1/8" x 10"  
(18.1cm x 25.4cm)

#### 1/2 Horiz. Page



9 5/8" x 6 3/4"  
(24.4cm x 17.1cm)



60 Columbia Road, Bldg. B  
Morristown, NJ 07960  
973-290-8200 Tel | 973-290-8250 Adv. Fax



# EULAR Congress News

## 2012 Insertion Order

**NOTE:** Unless otherwise notified, IMNG Society Partners accepts this insertion order as a written contract for space with the client.

**PUBLICATION:** **EULAR Congress News**

**ISSUE(S):** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**PRODUCT:** \_\_\_\_\_

**SPACE UNIT:** \_\_\_\_\_

**COLOR:** \_\_\_\_\_

**HEADLINE:** \_\_\_\_\_

**POSITION:** \_\_\_\_\_

**COST:** US Dollars

Gross  
Agency Discount (15%)  
Net

**AD:**      **New**      **Pick-up** \_\_\_\_\_

**MATERIALS TO:** **IMNG Society Partners**  
**5635 Fishers Lane, 6<sup>th</sup> Floor**  
**Rockville, MD 20852 USA**  
**Attn: Yvonne Evans Struss**  
**Phone: 240-221-2410**

**AGENCY:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**E-mail:** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Title** \_\_\_\_\_

**Date** \_\_\_\_\_

**Please fax this order to: Joan Friedman at IMNG**  
**Fax: 973-290-8250 or e-mail to [j.friedman@elsevier.com](mailto:j.friedman@elsevier.com)**