

EULAR Congress News

The Official Newspaper of the 11th Annual
European Congress of Rheumatology

2010 Rate Card



16-19 June 2010 - Rome, Italy

ADVERTISING SALES CONTACT

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NEWS GROUP





eular 2010

EULAR Congress News

2010 Rate Card

Issuance

Published by Elsevier Society News Group (ESNG)
Frequency: 3 editions

Organization Affiliation

European League Against Rheumatism

Distribution

The *EULAR Congress News* will be distributed at the 11th Annual European Congress of Rheumatology, Rome, Italy, June 16-19, 2010. Expected attendance of more than 11,000 participants from over 100 countries.

Editorial

Preview and meeting highlights of the 11th Annual European Congress.

Contract and Copy Regulations

- All contracts and contents of advertisements are subject to ESNG's approval. ESNG reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- ESNG reserves the right to put the word "Advertisement" on advertising which, in ESNG's opinion, resembles editorial material.
- ESNG 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, ESNG reserves the right to repeat a former ad.

Advertising Sales

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Editorial Staff

Executive Editor: Mary Jo Dales
Editor: Sally Kubetin

Issue and Closing Dates

<u>Issue Dates</u>	<u>Space Close</u>	<u>Material Due</u>
June 16, 17, and 18/19, 2010	April 30, 2010	May 7, 2010

Rates

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

Page Size	x1	x2	x3	x6	x9	x12
Tabloid	\$7,630	\$7,525	\$7,420	\$7,315	\$7,210	\$7,100
Standard	6,995	6,890	6,785	6,570	6,465	6,360
1/2 Page	5,090	5,035	4,980	4,930	4,875	4,770
1/4 Page	3,390	3,340	3,285	3,235	3,180	2,650

b. Color

Standard color: \$1,800
Four color: \$2,915

c. Premium Positions

- Page 3: Tabloid black & white rate + 50% (*plus color*)
- Cover 4: Tabloid black & white rate + 60% (*plus color*)

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 ESNG 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.

Full-Page Bleeds

Bleed size: 10" x 13 3/4" (Metric—25.4cm wide x 34.92cm long)
Trim: 9 3/4" x 13 1/2" (Metric—24.7cm x 34.3cm)
Keep live matter 1/2" (1.3cm) from all trim edges.



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Printing

ESNG 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. Please call Anthony Draper at 240-221-2419 for username and password.

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 Anthony Draper at 240-221-2419.

b. 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, Tektronix Phaser, Kodak 9000)

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:

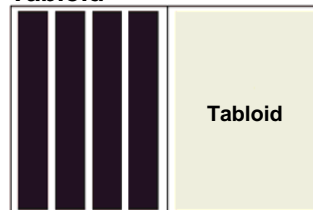
EULAR Congress News
Elsevier Society News Group
60 Columbia Road, Bldg. B.
Morristown, NJ 07960 USA
Attn: Joan Friedman
Phone: (973) 290-8211 | Fax: (973) 290-8250

b. Send all digital files and proofs to:

EULAR Congress News
Elsevier Society News Group
5635 Fishers Lane, 6th Floor
Rockville, MD 20852 USA
Attn: Advertising Production
Phone: (240) 221-4500 | Fax: (240) 221-2543

Mechanical Specifications

Tabloid

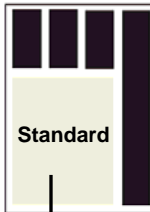


Ad Size: 9 1/4" x 12 1/2" (23.5cm x 31.7cm)

Bleed: 10" x 13 3/4" (25.4cm x 34.9cm)

Trim Size: 9 3/4" x 13 1/2" (24.7cm x 34.3cm)

"Standard" Page



6 1/4" x 9"
(15.8cm x 22.9cm)

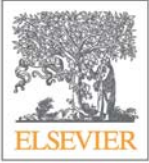
1/2 Horiz. Page



8 3/4" x 6 1/4"
(22.2cm x 15.8cm)



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



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EULAR Congress News

2010 Insertion Order

NOTE: Unless otherwise notified, Elsevier Society News Group 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: Elsevier Society News Group
5635 Fishers Lane, 6th Floor
Rockville, MD 20852 USA
Attn: Tony Draper
Phone: 240-221-2419

AGENCY: _____

Phone: _____ **Fax:** _____

E-mail: _____

Signature _____ **Title** _____

Date _____

Please fax this order to: Joan Friedman at Elsevier/ESNG
Fax: 973-290-8250 or e-mail to j.friedman@elsevier.com