

EULAR Congress News

The Official Newspaper of the 12th Annual
European Congress of Rheumatology

2011 Rate Card



25-28 May 2011 - London, England

ADVERTISING SALES CONTACT

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NEWS GROUP



eular 2011

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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 12th Annual European Congress of Rheumatology, London, England, May 25-28, 2011. Expected attendance of more than 11,000 participants from over 100 countries.

Editorial

Preview and meeting highlights of the 12th 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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Morristown, NJ 07960 USA
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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>
May 25, 26, and 27/28, 2011	April 8, 2011	April 15, 2011

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

Page Size	x1	x2	x3	x6	x9	x12
Tabloid	\$7,935	\$7,825	\$7,715	\$7,610	\$7,500	\$7,385
Standard	7,275	7,165	7,055	6,835	6,725	6,615
1/2 Page	5,295	5,235	5,180	5,125	5,070	4,960
1/4 Page	3,525	3,475	3,415	3,365	3,305	2,755

b. Color

Standard color:	\$1,870
Four color:	\$3,030

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 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.



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Printing

ESNG publications are printed offset in a tabloid news format.

Paper Stock

High-quality gloss stock

Saddle Stitch

133-line screen recommended.

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 Yvonne Evans at 240-221-2410 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 Yvonne Evans at 240-221-2410.

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

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

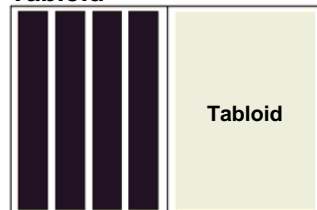
Rockville, MD 20852 USA

Attn: Advertising Production

Phone: (240) 221-4500 | Fax: (240) 221-2543

Mechanical Specifications

Tabloid



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

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

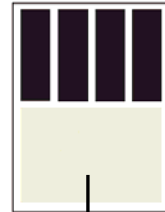
Trim Size: 10 1/2" x 14" (26.7cm x 35.6cm)

"Standard" Page



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

1/2 Horiz. Page

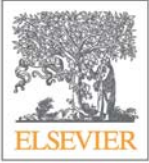


9 5/8" x 6 3/4"
(24.4cm x 17.1cm)



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



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EULAR Congress News

2011 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: Yvonne Evans
Phone: 240-221-2410

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