

# Journal of Opioid Management™

*A medical journal for proper and adequate use*

## Advertising Insertion Order

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

470 Boston Post Road • Weston, Massachusetts 02493  
(781) 899-2702 • Fax: (781) 899-4900

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Person authorizing advertising (please print) \_\_\_\_\_

Signature of authorizing person \_\_\_\_\_

Bill to (person if different from above) \_\_\_\_\_

Name of institution \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Ad size:  Full pg.  Full bleed  2/3pg.  1/2 pg.  (vert)  (hor)  1/3 pg.  (vert)  (hor)  1/4 pg.

Color:  Four color, \$1995  Black & White  Other \_\_\_\_\_

Contract:  4 issues  2,3 issues  1 issue If agency check box  Issue (Month) \_\_\_\_\_

Gross cost \$ \_\_\_\_\_

### PRODUCTION

Section \_\_\_\_\_

Special instructions \_\_\_\_\_

Special position \_\_\_\_\_

Insert Number of pages \_\_\_\_\_ Position \_\_\_\_\_

2nd cover: Earned b/w rate plus 25%;  Facing page at no premium, but must run as spread;

3rd cover: Earned b/w rate plus 25%;  4th cover: Earned b/w rate plus 50%

### CREDIT REFERENCE (new account)

Bank name \_\_\_\_\_ Tel. No. ( ) \_\_\_\_\_

Account # \_\_\_\_\_ Person to speak with \_\_\_\_\_

#### MECHANICAL REQUIREMENTS:

◆ **FINISHED TRIM SIZE:** 8-3/8 x 10-7/8

#### ◆ DIMENSIONS:

1 page .....7 x 10

2/3 page.....4-1/2 x 10

1/2 page-vertical .....3-3/8 x 10

1/2 page-horizontal .....7 x 4-7/8

1/3 page-vertical .....2-1/2 x 10

1/3 page-horizontal.....4-1/2 x 4-7/8

1/4 page .....3-3/8 x 4-7/8

#### ◆ BLEED SIZES:

Full page: 8-1/2" x 11-1/4".

Includes 1/8" trim, outside and bottom and 3/16" trim, top and gutter. Allow

3/8" safety for live matter all edges.

Signatures jog to the head and trim.

Inserts need 1/2" high folio lip.

Fractional units:

1/2 page horizontal:

8-1/2" x 5-1/4";

1/2 page vertical: 4-1/4" x 11-1/4",

gutter bleed: 7-3/8" x 10".

#### ◆ REPRODUCTION REQUIREMENTS:

Camera ready copy. All materials must have register marks, center marks, and trim marks clearly indicated.

Color ads require a Matchprint or similar. Electronic Files: All color ads must be in CMYK color format. PDF, Quark, EPS, must be set for hi-res and include tiff preview, all images and fonts.