

Journal of Opioid Management™

2010 Display Advertising Rates and Data • Rate Card No. 7

470 Boston Post Road • Weston, MA 02493 • 781-899-2702 x107 • Toll Free: 1-800-272-3227 x107
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| B/W Rates | ROP Advertising | | | | | Inserts | |
|-----------|-----------------|----------|----------|----------|----------|--------------------------|-----------------------|
| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | Per page bound inserts** | Per pages ride-along* |
| 1 Time | \$5,275. | \$4,536. | \$3,850. | \$2,170. | \$2,160. | \$3892/page | \$3629/page |
| 3 Times | \$5,064. | \$4,355. | \$3,700. | \$2,085. | \$2,075. | \$3708/page | \$3457/page |
| 6 Times | \$4,860. | \$4,180. | \$3,550. | \$2,005. | \$1,995. | \$3532/page | \$3294/page |

Journal of Opioid Management is a professional peer-reviewed journal dealing with the proper and adequate uses of opioids. The journal serves the needs of medical professionals who are on the front line of opioid use and abuse. The journal is indexed in PUBMED/Medline/Medlars.

- ◆ Target audiences:
 - anesthesiologists
 - oncologists
 - high prescribers
 - pain management doctors
 - palliative medicine doctors
 - pain management centers
 - hospices
 - pharmacists
 - hospitals
 - orthopedists
 - gerontologists
 - PCPs/family practice
 - dentists
 - academics

- ◆ **COLOR RATES:**
 4/color process.....\$1,995.
 Matched Color.....\$1,295.
 4/color charges also apply to fractional pages. \$300 discount for additional 4/c pages.

- ◆ **PREFERRED POSITION RATES:**
 2nd Cover: Earned b/w rate plus 25%.
 Facing page at no premium
 3rd Cover: Earned b/w rate plus 25%.
 4th Cover: Earned b/w rate plus 50%.
 Front Cover Tipon: Earned b/w rate per page (Must take both pages) plus 50%.

- ◆ **BLEED:** No charge

- ◆ **AGENCY COMMISSION:** 15%

- ◆ **EARNED RATES:**
 Rates based on number of insertions within one year, regardless of size. Purchases by a parent company and subsidiaries may be combined.

MECHANICAL REQUIREMENTS:

- ◆ **FINISHED TRIM SIZE:** 8-3/8 x 10-7/8
- ◆ **AD DIMENSIONS: (in inches)**
 1 page7 x 10
 2/3 page.....4-1/2 x 10
 1/2 page-vertical3-3/8 x 10
 1/2 page-horizontal7 x 4-7/8
 1/3 page-vertical2-1/2 x 10
 1/3 page-horizontal.....4-1/2 x 4-7/8
 1/4 page3-3/8 x 4-7/8

- ◆ **BLEED SIZES:**
 Full page: 8-11/16 x 11-3/16.
 Includes 1/8" trim, outside and bottom and 3/16" trim, top and gutter.
 Allow at least 3/8" safety for live matter all edges. Fractional units:
 1/2 page horizontal: .8-11/16 x 5-1/4
 1/2 page vertical:4-1/4 x 11-3/16

- ◆ **INSERT REQUIREMENTS:**
 **See Bleed Sizes for insert dimensions. Inserts also need 1/2" high folio lip. Inserts jog to top of journal and trim. Inserts must be boxed and marked with journal title, issue, number of pieces per box. Inserts due within 5 days of advertising closing.

- ◆ **INSERT OVERAGES:**
 Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date of scheduled insertion.

- ◆ **PAPER STOCK:**
 Inside: 60 lb. coated – acid free
 Covers: 100 lb. coated – acid free
- ◆ **BINDING:**
 Perfect Bound
- ◆ **REPRODUCTION REQUIREMENTS:**
 Electronic Files: All materials must have register marks, center marks, and trim marks clearly indicated. Color ads require a Matchprint or similar. All color ads must be in PDF/X-1A (SWOP) compliant and must include high-res tiff preview and all fonts. Maximum print density 4/c is 270%.

- ◆ **ISSUANCE:**
 Bimonthly (6 issues per year)
- ◆ **MATERIALS**
 Insertion Orders: Send or email to address above.
 Artwork & Files: Due two (2) days after advertising closing date. Send or email to address above.
 Inserts: Call for shipping details.

*Ride-alongs subject to approval, additional weight based postage charges may apply.
 —STANDARD TERMS & CONDITIONS APPLY—

◆ ADVERTISING CLOSING DATES: (through January 2011)

| Issue | Closing Date |
|-------------------|--------------------|
| January/February | January 15, 2010 |
| March/April | March 12, 2010 |
| May/June | May 14, 2010 |
| July/August | July 16, 2010 |
| September/October | September 10, 2010 |
| November/December | November 12, 2010 |
| January/February | January 14, 2011 |