



Journal of Opioid Management

PUBLISHER:
 Weston Medical Publishing, LLC
 470 Boston Post Road, Suite 301
 Weston, MA 02493
 Tel: (781) 899-2702 x 107
 www.opioidmanagement.com

ADVERTISING SALES:
 M.J. Mrvica Associates, Inc.
 2 West Taunton Avenue
 Berlin, NJ 08009
 Tel: (856) 768-9360 | Fax: (856) 753-0064
 Email: mdifilippo@mrvica.com

EDITORIAL

Peer-reviewed and indexed in PUBMED/Medline, *Journal of Opioid Management* is the only journal that deals with opioids as a class of drugs. Covering basic science, research, clinical applications, pain management, compliance and abuse, the journal is guided by an Editorial Review Board of internationally recognized experts offering physicians and healthcare providers a forum on how to safely prescribe and responsibly manage these potent pain killing drugs.

ESTABLISHED: 2005

STAFF

Publisher: Richard A. DeVito, Jr.
 Editor in Chief: Dr. Paul A. Sloan, MD
 Advertising Sales: M.J. Mrvica Associates

CIRCULATION: 22,700

AUDIENCE

Anesthesiologists, oncologists, high prescribers, pain management doctors, palliative medicine doctors, pain management centers, hospices, pharmacists, hospitals, orthopedists, gerontologists, PCPs/Family practices, dentists and academics.

SUBSCRIPTION RATE

	<u>U.S.</u>	<u>Canada</u>	<u>Foreign</u>
Individual:	\$331	\$349	\$404
Institutional:	\$443	\$475	\$525
Library:	\$4506	\$517	\$548

ISSUANCE

• Bi-monthly (6 issues per year)

CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due two days after space closing.
- Inserts due within five days of space closing.

<u>Publication Month</u>	<u>Ad Space Closing</u>	<u>Materials Deadline</u>
January/February	1/16/12	01/18/12
March/April	03/19/12	03/21/12
May/June	05/07/12	05/09/12
July/August	07/16/12	07/18/12
September/October	09/17/12	09/19/12
November/December	11/19/12	11/21/12

BONUS DISTRIBUTION

AAPM, February 23-26, Palm Springs, CA
 ICOO, June 10-12, Boston, MA
 IASP, August 27-31, Milan, Italy

ACCEPTANCE OF ADVERTISING

Subject to approval by publisher. New copy to be received by the publisher two weeks before closing date.

ADDRESSES:

CONTRACTS & INSERTION ORDERS

M.J. Mrvica Associates, Inc.
 2 West Taunton Avenue
 Berlin, NJ 08009
 Tel: 856-768-9360 | Fax: 856-753-0064
 Email: mdifilippo@mrvica.com

PRODUCTION MATERIALS

Weston Medical Publishing, LLC
 470 Boston Post Road, Suite 301
 Weston, MA 02493
 Tel: (781) 899-2702 x 107
 Email: radjr@pnpcoco.com

BLACK & WHITE RATES

	1x	3x	6x
Full Page	\$5,275	\$5,064	\$4,860
2/3 Page	\$4,536	\$4,355	\$4,180
1/2 Page	\$3,850	\$3,700	\$3,550
1/3 Page	\$2,170	\$2,085	\$2,005
1/4 Page	\$2,160	\$2,075	\$1,995

COLOR (in addition to B&W rates)

- Matched Color: \$1,295
- 3 or 4 Color:..... \$1,995
- \$300 discount for additional 4C pages

PREMIUM POSITIONS

- Cover 2 25% of earned B&W rate
- Cover 3 25% of earned B&W rate
- Cover 4 50% of earned B&W rate
- Cover Tipon Contact Matt DiFilippo for quote

MECHANICAL SPECIFICATIONS

Finished Trim Size: 8-3/8" x 10-7/8"

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.

Page Sizes	Type Area	Bleed
Full Page	7" x 10"	8-11/16" x 11-3/16"
2/3 Page	4-1/2" x 10"	
1/2 Page Horizontal	7" x 4-7/8"	8-11/16" x 5-1/4"
1/2 Page Vertical	3-3/8" x 10"	4-1/4" x 11-3/16"
1/3 Page Horizontal	4-1/2" x 4-7/8"	
1/3 Page Vertical	2-1/2" x 10"	
1/4 Page	3-3/8" x 4-7/8"	

PRINTING PROCESS: Offset

TYPE OF BINDING: Perfect Bound

HALFTONE SCREEN: 175 line screen

PRODUCTION 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%.

EARNED RATES

Total units determine frequency rates.

INSERTS

Furnished inserts are billed at the black and white page rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

RIDE-ALONG INSERTS

Please contact Matt DiFilippo.

AGENCY DISCOUNT: 15%

Agency Responsibility: Payment for all advertising ordered and published.

INSERT REQUIREMENTS

- Multiple-leaf inserts must be furnished folded. Diecuts within body of insert must be limited so as not to affect stiffness of the page and cannot adversely affect material on adjacent pages. Keep live matter 3/8" from trim with 1/2" high folio lip.
- Size: 8-11/16" x 11-3/16"
- Trimming: 1/8" outside and bottom, 3/16" top and gutter. Jogs to head.
- Stockweight: 60 lb. text minimum; 100 lb. text maximum
- Quantity: Contact ad sales representative
- Packing Instructions: Carton packing preferred, with quantity, publication name, and issue clearly indicated.

DISPOSITION OF REPRODUCTION MATERIAL

Material will be held for one year from last insertion and then destroyed unless instructed otherwise.

Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date of scheduled insertion.

INSERTS (Mark journal, issue, and quantity on the box)

Allen Press
 810 East 10th Street
 Lawrence, KS 66044
 Attn: Sharon Kindall
 Tel: (800) 627-0629 x116