

Advertising & Sales Office

The Gilchrist Group Healthcare Media
 65 Sherman Turnpike
 Redding, CT 06896

Betty Ann Gilchrist, Advertising Sales Representative
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E: bettyann@gilchristmedia.com

Patti Hemsworth, Sales Coordinator
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Publisher & Editorial Office

Journal of Bone and Mineral Research is the official journal of the American Society for Bone and Mineral Research (ASBMR), published monthly on the Society's behalf by Wiley-Blackwell.

American Society for Bone & Mineral Research Publications Office
 2025 M Street NW, Suite 800
 Washington, DC 20036 USA
P: 202-367-1161 ~ **F:** 202-367-2161

Wiley-Blackwell ~ John Wiley & Sons, Inc.
 111 River Street
 Hoboken, NJ 07030

Publisher: Colette E. Bean

Bridget Seay, Director of Advertising Sales
P: 781-388-8391 ~ **E:** bseay@wiley.com

Circulation

TOTAL CIRCULATION: 4,876

Coverage: United States and International

Editorial Information

Editor-in-Chief: Thomas L. Clemens

The Journal of Bone and Mineral Research is the largest (circulation 4,876 worldwide) and most cited original study journal dedicated to metabolic bone and mineral research. The JBMR has an impact factor of 6.043 (2009 ranking by the Institute for Scientific Information). The Journal is the primary source for new developments in bone biology and physiology, hormones that regulate bone and mineral metabolism and the pathophysiology and treatment of metabolic bone and mineral diseases such as osteoporosis.

Advertising Information

EARNED RATES: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

AGENCY COMMISSION: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

BLACK & WHITE RATES:

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,362	\$860	\$715
3x	1,323	811	646
6x	1,253	747	621
12x	1,146	683	540
24x	1,119	665	520
36x	1,101	652	510

INSERTS:

- A. Two-page insert (one leaf): Three times earned black and white rate.
 B. Four-page (two leaves): Five times earned black and white rate.

COLOR RATES:

In addition to earned B&W Rate:
 Standard: \$990
 Matched: \$1,120
 4-Color Process: \$1,580

COVER & PREFERRED POSITIONS:

Non-cancelable, 10% penalty applied.
 In addition to earned B&W Rate:
 2nd Cover: 35%
 3rd Cover: 20%
 4th Cover: 50%
 First spread: 20%
 Adjacent Table of Contents: 20%

OTHER SERVICES AVAILABLE: outserts, business reply cards, reprints, sponsored subscriptions and cover tips.

E-TOC ADVERTISING (MONTHLY):

Top Banner (468x60): \$1,700
 Right Banner (120x240 or 120x600): \$1,400

Submission of Ads: ASBMR prefers the following two specs (in the order of preference): 120x240 and 300x100. Files should be jpg files smaller than 30kb. All ad materials are due three weeks prior to the deployment date.



Advertising Information (continued)**ISSUANCE & CLOSING DATES:**

Frequency: Monthly

Closing Dates:

Issue	Ad Placement	Material Due	Mailing Date
January	11/16/10	11/19/10	12/22/10
February	12/20/10	12/23/10	1/24/11
March	1/17/11	1/20/11	2/18/11
April	2/21/11	2/23/11	3/24/11
May	3/21/11	3/24/11	4/22/11
June	4/19/11	4/22/11	5/23/11
July	5/23/11	5/25/11	6/23/11
August	6/20/11	6/23/11	7/22/11
September	7/21/11	7/26/11	8/24/11
October	8/22/11	8/25/11	9/23/11
November	9/20/11	9/23/11	10/24/11
December	10/18/11	10/21/11	11/21/11

Mechanical Requirements**TRIM SIZE:** 8 1/4" x 11"**PAGE SIZES, NON-BLEED**

	Width	Height
Spread (2 facing pages)	15"	10"
Full Page	7"	10"
1/2 Page (horizontal)	7"	4-7/8"
1/2 Page (vertical)	3-3/8"	10"
1/4 Page	3 3/8"	4 7/8"

Keep all live matter 1/2" away from trim edges.

PAGE SIZES, BLEED

	Width	Height
Spread (2 facing pages)	17"	11-1/8"
Full Page	8 1/2"	11-1/8"
1/2 Page (horizontal)	8-1/2"	5-9/16"
1/2 Page (vertical)	4 1/8"	11-1/8"

Keep all live matter 1/2" away from trim edges.

SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
 - High-resolution Digital Media Required (minimum 266 dpi for images).
 - Required format: PDF/Acrobat 4.05 or later.
 - Electronic Transfer (preferred): Contact Amanda Davis at amadavis@wiley.com prior to submitting a file via FTP.
 - Media Requirements (for courier transfers): CD-ROM preferred.
 - Set up document to trim size and include 1/8" bleed.
 - All fonts and graphic must be embedded.
 - 4/Color solids should not exceed SWOP density of 280%.
 - Convert all RGB to CMYK.
 - Laser Proof must accompany all digital file submissions.
 - Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
 - Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
 - If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications.
- Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- 2 pages: 8 1/2" x 11 1/8" • 80 lb. minimum - 120 lb. maximum
- 4 pages: 17" x 11 1/8" • 60 lb. minimum - 120 lb. maximum
- Business Reply Card: 1 time earned black & white rate

Note: inserts jog to the top; allow 1/4" at head and 1/8" on all other sides

PAPER STOCK: 60 lb. coated**COVERS:** 8 pt. coated two sides**HALFTONE SCREEN:** 133**TYPE OF BINDING:** Perfect**Reproduction Requirements**

- Negatives, right reading, emulsion side down. Will also accept positives (right-reading emulsion side up), camera-ready work, scotch prints, original ad mechanicals.
- Proofs: Two proofs should accompany advertising material.
- Furnished proofs are considered final unless otherwise indicated.
- Digital Material Requirements (preferred method): File Formats: PDF, EPS, and TIFF formats are accepted. Fonts MUST be embedded. Files must be supplied at resolutions yielding 300 ppi.

Contacts**Contracts and insertion orders to:**

Patti Hemsworth, The Gilchrist Group Healthcare Media

T: 518-226-0200 ~ **F:** 518-226-0300**E:** p.hemsworth@gilchristmedia.com**All printing material and copy of inserts:**

Amanda Davis, Ad Traffic Coordinator

T: 201-748-6013 ~ **F:** 201-748-7702.**E:** amadavis@wiley.com**Inserts to:**

The Sheridan Press

Attn: Kim Herman

450 Fame Avenue

Hanover, PA 17331