



CONGESTIVE HEART FAILURE



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Journal Homepage
www.blackwellpublishing.com/CHF

2008 Rates and Specifications Effective January 2008

EDITORIAL

Congestive Heart Failure features manuscripts and papers on the prevention and management of congestive heart failure. The editorial goal is founded on the premise that successful education of primary care providers in the diagnosis and treatment of CHF will establish "standards of care" that can be measured and correlated with clinical outcomes. Newly featuring up-to-date information on the Heart Failure Initiative.

COVER AND PREFERRED POSITION RATES

In addition to earned B&W Rate*
2nd Cover: 35%
3rd Cover: 25%
4th Cover: 50%
Opposite Table of Contents: 15%
Positions available on a non-cancelable basis.

COLOR

In addition to earned B&W Rate*
Standard: \$559
Matched: \$835
4-Color Process: \$1,454
4-Color Process plus Bump: \$2,289
4-Color Process plus PMS: \$2,848

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

2008 BONUS DISTRIBUTION

CONFERENCE	DATE	BONUS ISSUE
ACC	March	Jan/Feb
Heart Rhythm	May	Mar/Apr
ASH	May	Mar/Apr
AAHFN	June	May/June
HFSA	September	Jul/Aug
TCT	October	Sep/Oct
AHA	November	Sep/Oct

TOTAL CIRCULATION: 22,683

MARKETS SERVED: US Hospital and Office Based Cardiologists and the American Association for Heart Failure Nurses.

CLOSING DATES

Issues	For Ad Placement	Material Due Date	Mailing Date
Jan/Feb 2008	12/19/07	1/3/08	1/30/08
Mar/Apr 2008	2/18/08	3/5/08	4/1/08
May/June 2008	4/17/08	5/5/08	6/3/08
Jul/Aug 2008	6/18/08	7/4/08	7/30/08
Sep/Oct 2008	8/18/08	9/5/08	10/1/08
Nov/Dec 2008	10/17/08	11/5/08	12/4/08

ADVERTISING OPPORTUNITIES

Inserts: Rates are determined using the black and white earned rate per number of insert pages.

Other services available*: Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

(*Some opportunities not available for some journals. Please contact your Advertising Executive for details and availability.)

FREQUENCY: BI-MONTHLY

Black and White Rates

Frequency	1x	6x	12x	24x	36x	48x	60x	72x
Full Page	\$2,455	\$2,405	\$2,355	\$2,305	\$2,255	\$2,205	\$2,155	\$2,105
Half Page	\$1,425	\$1,375	\$1,325	\$1,275	\$1,225	\$1,175	\$1,125	\$1,075

Earned page rate is determined by the number of insertions per year (i.e., 4 half pages plus 2 full pages earn the 6x rate).

Each insert page counts 1x toward earned page rate.

MECHANICAL REQUIREMENTS

PAGE SIZES, NON-BLEED:

	Width	Depth
Actual Page Trim	8"	10.75"
Full Page	7"	9"
½ Page Horizontal	7"	4.75"
½ Page Vertical	3.75"	9"

BLEED PLATE SIZE:

8-1/4" × 11" bleed plate size. Includes 1/8" from head/foot/grind off and 1/8" from face. Keep live matter 1/2" from trim.

TYPE OF BINDING: Perfect, Publication jogs to the head.

PAPER STOCK: Inside: 50-60 lb.

COVERS: 80-100 lb.

HALFTONE SCREEN: Inside: 200 lpi

COVERS: 150 lpi

REPRODUCTION REQUIREMENTS

Negative, right reading, emulsion side down. All reproduction materials must have register marks, center marks, and trim marks clearly indicated. Each positive must be marked for color. Color ads must be accompanied by a press match color and a dylux or laser proof. Black and white ads must be accompanied by a dylux or laser proof. Electronic artwork conforming to these guidelines will be accepted when provided as high-resolution .pdf or .eps files.

GENERAL INFORMATION

Le Jacq guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates. Only insertions of a parent company and subsidiaries are combined to determine the earned rate. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, Le Jacq reserves the right to repeat a former ad. Cancellations must be received in writing by space closing deadline. If space is cancelled after deadline or ad materials are received too late, the advertiser will be charged for the insertion.

INSERT REQUIREMENTS

STOCKWEIGHT: maximum 80 lb. coated or offset

QUANTITY: 28,000

4-PAGE INSERT: 8-1/4" × 11" delivered flush folded. This size includes 1/8" on outside, bottom, top, and 1/8" on the gutter for trim. Keep live matter at least 1/2" from trim.

BLEED SIZE FOR TIPPED INSERTS: 7-7/8" × 11". This includes a 1/8" face trim and 1/8" top and bottom trim.

POLYBAGGING GUIDELINES

Polybagging is available for advertising outserts with all Le Jacq publications. All incur either Ride-Along, Standard A, or Periodical postal rates. Consult Le Jacq for complete guidance.

AD FORMAT AND PLACEMENT POLICY

Advertising is fully interspersed among editorial.

ADVERTISING/EDITORIAL RATIO: 20%/80%

CONTACTS:

Ship all Advertising Material as well as two Insert Examples to:

Le Jacq
Attn: Dominic Francese
CHF, Volume __, Issue __
Three Enterprise Drive
Suite 401
Shelton, CT 06484
tel: (203) 944-9740 x 104

Ship Inserts to:

Dartmouth Printing Company
Attn: Lisa George
CHF, Volume __, Issue __
69 Lyme Road
Hanover, NH 03755
tel: (603) 643-2220
fax: (603) 643-5479
email: lgeorge@dpc-nh.com

Please send two copies of inserts to Advertising Traffic Coordinator at address above.



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