



# JOURNAL OF CLINICAL HYPERTENSION



Official Journal of the American Society of Hypertension

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## Journal Homepage

<http://www.blackwellpublishing.com/JCH>

## 2008 Rates and Specifications Effective January 2008

### EDITORIAL

The *Journal of Clinical Hypertension* is a peer-reviewed, monthly publication that serves family practitioners, internists, and cardiologists by providing objective, up-to-date information and practical recommendations on the treatment of hypertension. As newer studies are completed, they are summarized and critiqued. Reviews of recent publications in other journals and original papers that focus on the clinical management of hypertension are featured.

### 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: 10%  
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	ISSUE
ACC	March	March
ASH	May	May
TCT	October	October
AHA	November	November

**TOTAL CIRCULATION: 41,755**

**MARKETS SERVED:** Cardiologists, Family Practitioners, Internists

### CLOSING DATES

Issues	For Ad Placement	Material Due Date	Mailing Date
January 2008	11/19/07	12/4/07	1/7/08
February 2008	12/19/07	1/3/08	1/30/08
March 2008	1/18/08	2/5/08	3/3/08
April 2008	2/18/08	3/5/08	4/1/08
May 2008	3/19/08	4/3/08	4/30/08
June 2008	4/17/08	5/5/08	6/3/08
July 2008	5/19/08	6/5/08	6/30/08
August 2008	6/18/08	7/4/08	7/30/08
September 2008	7/18/08	8/4/08	9/2/08
October 2008	8/18/08	9/5/08	10/1/08
November 2008	9/17/08	10/3/08	10/30/08
December 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: MONTHLY

#### Black and White Rates

Frequency	1x	6x	12x	24x	36x	48x	60x	72x
Full Page	\$2,840	\$2,790	\$2,740	\$2,690	\$2,640	\$2,590	\$2,540	\$2,490
Half Page	\$1,905	\$1,855	\$1,805	\$1,755	\$1,705	\$1,655	\$1,605	\$1,555

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  
JCH, 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  
JCH, 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.



**WILEY-  
BLACKWELL**

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