



PREVENTIVE CARDIOLOGY



The Official Journal of the American
Society for Preventive Cardiology

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2008 Rates and Specifications Effective January 2008

EDITORIAL

Preventive Cardiology was launched in response to the exponential growth of knowledge in the prevention of cardiovascular disease. Advances at both the basic and clinical levels have been extensive and continue to evolve rapidly. Preventive Cardiology provides a unique forum for the research of investigators and clinicians covering the many diverse but related disciplines that contribute to the prevention of heart and vascular disease.

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: \$524

Matched: \$659

4-Color Process: \$1,289

4-Color Process plus BUMP: \$1,948

4-Color Process plus PMS: \$2,471

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	Winter
ASH	May	Spring
HFSA	September	Summer
TCT	October	Fall
AHA	November	Fall

TOTAL CIRCULATION: 22,683

MARKETS SERVED: Cardiologists, Internists/Family Practitioners.

CLOSING DATES

Issues	For Ad Placement	Material Due Date	Mailing Date
Winter 2008	11/19/07	12/4/07	1/7/08
Spring 2008	2/18/08	3/5/08	4/1/08
Summer 2008	5/19/08	6/5/08	6/30/08
Fall 2008	8/18/08	9/5/08	10/1/08

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: QUARTERLY

Black and White Rates

Frequency	1x	6x	12x	24x	36x	48x	60x	72x
Full Page	2,455	2,405	2,355	2,305	2,225	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

STOCK WEIGHT: 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
PRC, Volume __, Issue __
Three Enterprise Drive
Suite 401
Shelton, CT 06484
tel: (203) 944-9740

Ship Inserts to:

Dartmouth Printing Company
Attn: Lisa George
PRC, 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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