



CONGENITAL HEART DISEASE

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Journal Homepage

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

2008 Rates and Specifications Effective January 2008

EDITORIAL

Congenital Heart Disease is a clinical journal focusing on congenital heart disease in children and adults. Though the number of infants born with heart disease each year is relatively small (approximately 1% of the population), advances in the treatment of such defects have led to increased life spans for this population. Consequently, in the United States today most patients treated for congenital heart disease are over the age of 20. Conceived as a forum for the most up-to-date information on congenital heart disease, the Journal is led by Editor-in-Chief Douglas S. Moodie, MD, Chairman of the Department of Pediatrics at Ochsner Clinic in New Orleans, as well as an international editorial board.

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: \$364
 Matched: \$468
 4-Color Process: \$988

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	February
Heart Rhythm	May	April
HFSA	September	August
TCT	October	September
AHA	November	October

CIRCULATION: Information provided upon request

MARKETS SERVED: Pediatric Cardiologists, adult cardiologists who cares for patients with CHD, pediatric and pediatric cardiology nurses, surgeons, radiologists, anesthesiologists, critical care physicians and nurses.

CLOSING DATES

Issues	For Ad Placement	Material Due Date	Mailing Date
Jan/Feb 2008	12/21/07	1/3/08	2/1/08
Mar/Apr 2008	2/22/07	3/4/08	4/1/08
May/Jun 2008	4/20/08	5/2/08	6/2/08
Jul/Aug 2008	6/21/08	7/3/08	8/1/08
Sep/Oct 2008	8/21/08	9/3/08	10/1/08
Nov/Dec 2008	10/19/08	10/29/08	12/1/08

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: BI-MONTHLY

Black and White Rates

Frequency	1x	3x	6x	12x
Full Page	\$812	\$790	\$765	\$735
Half Page	\$573	\$551	\$527	\$500
Quarter Page	\$475	\$440	\$420	\$399

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

TRIM SIZE: 8-1/4" x 10-7/8"

PAGE SIZES, NON-BLEED:

	Width	Depth
Full Page	7"	10"
1/2 page Vertical	3-1/2"	10"
1/2 Page Horizontal	7"	5"
1/4 page	3-1/2"	5"

PAGE SIZES, BLEED:

	Width	Depth
Full Page	8-1/2"	11-1/8"
1/2 page Vertical	4-5/16"	11-1/8"
1/2 Page Horizontal	8-1/2"	5-9/16"

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 method of submission): Please contact Advertising Traffic Coordinator at adtraffic@bos.blackwellpublishing.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.
- For additional information, please see our PDF specifications available at: http://www.blackwellpublishing.com/authors/web_printspec.pdf.
- 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

- Multi-page inserts are to be furnished folded. Three samples required.
- Sizes. 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

PAPER STOCK:

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10 pt. C/2/S

HALFTONE SCREEN: 133

TYPE OF BINDING: Perfect

REPRODUCTION REQUIREMENTS:

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

CONTACTS:

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

Wiley-Blackwell
Attn: Advertising Traffic Coordinator
Congenital Heart Disease, Volume ____, Issue ____
350 Main Street
Malden, MA 02148-5018

Ship Inserts to:

The Sheridan Press
Attn: Lisa Harrold
Congenital Heart Disease, Volume ____, Issue ____
450 Fame Avenue
Hanover, PA 17331



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BLACKWELL**

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