

JOURNAL OF SEXUAL MEDICINE

Editor in-Chief: Irwin Goldstein, MD

Editorial Focus: The **scope** of The Journal of Sexual Medicine includes basic science and clinical research studies in the psychologic and biologic aspects of male and female sexual function and dysfunction. The **aim** of The Journal of Sexual Medicine is to publish manuscripts of the highest quality multidisciplinary basic science and clinical research to define and understand the scientific basis of male and female sexual function and dysfunction, to provide education to healthcare professionals in sexual medicine, and to promote the exchange of scientific information generated from experimental and clinical research.

The Journal of Sexual Medicine is the official journal of the International Society for Sexual Medicine (ISSM).

Frequency: Bimonthly

Issue Date: One week preceding cover month

Established: 2004

Publisher: Shawn Morton

2007 ADVERTISING RATES AND POLICIES

	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>12 times</u>	<u>24 times</u>
B/W Full page	\$1398	\$1376	\$1308	\$1306	\$1274
B/W Half page	\$868	\$842	\$816	\$790	\$754

EARNED RATES: Earned rates are based on the number of advertising pages placed during the calendar year. The earned rate is determined by the number of ad units (full or half page). All ads placed in the journal will be combined to determine the earned rate.

COLOR RATES:

- Standard second color: \$450 plus B/W rate
- Matched color: \$550 plus B/W rate
- Metallic color: \$850 plus B/W rate
- Three/four color: \$1230 plus B/W rate
- For more than four colors call publisher for quote.

BLACK AND WHITE CLASSIFIED ADVERTISING:

Advertising in the classified section is positioned on a first-come, first-served basis. The deadline for reservations is 1 1/2 months preceding publication. Advertising rates are not entitled to the agency discount. Advertisements must be received as either a Word document or in pdf format. Advertising rates: 1/4 page: \$350.00, 1/2 page: \$550.00, 3/4 page: \$750.00, full page: \$875.00. For more information, please contact the publisher.

COVER AND PREFERRED POSITION RATES:

- 2nd Cover: 35% over earned B/W rate.
- 3rd Cover: 25% over earned B/W rate.
- 4th Cover: 50% over earned B/W rate.
- Other preferred positions: 15% over earned B/W rate.

All other positioning shall be the discretion of the publisher. Contracts for covers & preferred positions are only accepted for a full calendar year.

BLEEDS: No Charge

INSERTS:

Medical Sales Representative must be notified of insert/outsert 60 days prior to publication for review of stock, design and other specifications. Please contact Medical Sales Rep for pricing.

AGENCY COMMISSION: 15% of gross billing on space, color, and position charges.

CIRCULATION

READERSHIP: The journal readership encompasses health care professionals who embrace the study, diagnosis and/or treatment of the sexual health concerns of men and/or woman including but not limited to scientists, biologists, endocrinologists, family practitioners, gynecologists, internists, neurologists, physiologists, psychiatrists, psychologists, sex therapists, urologists and other healthcare clinicians.

DISTRIBUTION: 100% Paid. Circulation information provided upon request.

ISSUANCE & CLOSING

2007 CLOSING DATES*:

Issue	Reservation	Material Due
January	November 17	December 1
March	January 17	January 31
May	March 16	March 30
July	May 16	May 30
September	July 17	July 31
November	September 14	September 28

*Closing dates are subject to change.

GENERAL INFORMATION

REQUIREMENTS FOR ADVERTISING ACCEPTANCE:

Advertiser and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. Editorial Board and publisher reserve the right to reject any advertising that they feel is not in keeping with the publication's standards. Advertisements,

GENERAL INFORMATION cont.

that in the opinion of the publisher resemble editorial material of the publication's editorial format, will carry the word "Advertisement" in at least 10 pt. type at the top or the bottom.

PLACEMENT OF ADVERTISING: Advertising is stacked in the front and back of each issue. Editorial matter appears in between. Advertising is rotated at the discretion of the publisher. Due to layout requirements there is no guarantee as to what shall be placed opposite of 1/2 page advertisements.

CANCELLATION POLICY: First of month preceding month of issue.

TYPESETTING: Allow two extra weeks. The advertiser will be charged for typesetting or graphic changes to ad copy.

SERVICE TO ADVERTISERS:

- Full Reprints Service
- Sponsored Supplements
- Online opportunities

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: 60 lb. Marquis Gloss
- Covers: 80 lb. coated

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 45 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.

CONTACT INFORMATION

For contracts, insertion orders, and general assistance:

Alf Anderson, Advertising Sales Executive
Wiley-Blackwell
350 Main Street
Malden, MA 02148
Ph: (781) 388-8401 Fax: (781) 388-8265
EMAIL: aanderson@bos.blackwellpublishing.com

Ship all Advertising Material to:

Wiley-Blackwell
Attn: Advertising Traffic Coordinator
Journal of Sexual Medicine, Volume ____, Issue ____,
350 Main Street
Malden, MA 02148-5018
Email: adtraffic@bos.blackwellpublishing.com for queries only, not Advertising Material submission

Ship Inserts to:

The Sheridan Press
Attn: Lin Pearson
Journal of Sexual Medicine, Volume ____, Issue ____,
450 Fame Avenue
Hanover, PA 17331
Phone: 800-635-7181

Ship Two Insert Examples to:

Wiley-Blackwell
Attn: Advertising Traffic Coordinator
Journal of Sexual Medicine, Volume ____, Issue ____,
350 Main Street
Malden, MA 02148-5018

PUBLISHER:

Wiley-Blackwell
350 Main Street
Malden, MA 02148
Telephone: (781) 388-8401 Fax: (781) 388-8255

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