

American Journal of Transplantation



OFFICIAL JOURNAL OF THE AMERICAN SOCIETY OF TRANSPLANTATION
AND THE AMERICAN SOCIETY OF TRANSPLANT SURGEONS



Advertising & Sales Office:

Pharmaceutical Media, Inc.
30 East 33rd Street, 4th Floor New York, NY 10016
Tel: 212-685-5010 Fax: 212-685-6126

Sales Director:

Franklin T. Cox; E-mail: fcox@pminy.com

Account Manager:

Carol Levine; 212-904-0371; clevine@pminy.com

Production:

Olga Guerra; 212-904-0370
oguerro@pminy.com

Publisher:

Wiley-Blackwell
www.blackwellpublishing.com

Vice President of Medical Sales:

Rich Simeone

Editor-in-Chief:

Philip F. Halloran, M.D.
Director, Division of Nephrology &
Immunology
University of Alberta

EDITORIAL

MISSION STATEMENT: To advance the science and clinical practice of organ and tissue transplantation. **AJT** serves as a forum for debate and reassessment, an agent of change, and a major new platform for promoting understanding, improving results, and advancing science in this dynamic field.

AIMS & SCOPE: The aim of the **American Journal of Transplantation** is the rapid publication of new high-quality data in organ and tissue transplantation and the related sciences. The journal publishes original articles, case reports, invited reviews, and letters to the editor.

The scope is the international discipline of transplantation, including organ and tissue donation and preservation; tissue injury, repair, inflammation, and aging; immune recognition, regulation, effector mechanisms, and opportunities for induction of tolerance; histocompatibility; drugs and pharmacology relevant to transplantation; graft survival and prevention of graft dysfunction and failure; clinical trials and population analyses; transplant complications; xenotransplantation; and ethical and societal issues.

Editorial covers thoracic transplantation, abdominal transplantation, transplantation of tissues and related topics, and stem cell transplantation.

ORIGIN OF EDITORIAL: 100% Submitted

PEER REVIEW: Acceptance or rejection of articles solely determined by the Editorial Board, based on rigorous peer review.

ACCEPTANCE RATE: 28%

EDITORIAL-ADVERTISING RATIO: 80–20

RATES

EARNED RATES: Rates are based on the total units earned during a calendar year (i.e., 6 full pages and 6 half pages earn 12x rate). Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

COMBINATION FREQUENCY: Space purchased in the **American Journal of Transplantation, Transplant Infectious Disease, Pediatric Transplantation, and Clinical Transplantation** combine for earned frequency.

AGENCY COMMISSION: 15%

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,180	\$840	\$450
6x	\$1,150	\$810	\$420
12x	\$1,120	\$790	\$400
24x	\$1,100	\$730	\$370
36x	\$1,070	\$700	\$330
48x	\$1,030	\$660	\$310
60x	\$1,000	\$630	\$280
72x	\$ 980	\$610	\$250
96x	\$ 960	\$580	\$220

COLOR CHARGES (in addition to earned B&W rate):

Standard Color: \$620 3/C or 4/Color: \$1,360

Matched Color: \$750 5/Color: \$2,110

PREMIUM POSITIONS CHARGES (in addition to B/W rate):

Cover 2: 50% Table of Contents: 25%

Cover 4: 50% Opp. 1st Edit: 25%

INSERTS: Furnished inserts are billed at the earned B&W space rate, plus a \$500 production charge. Unusual inserts or inserts larger than 6 pages may require an additional production charge; consult Production Manager.

CIRCULATION**TOTAL CIRCULATION:** 3,300**CIRCULATION VERIFICATION:** Sworn Statement**COVERAGE:** U.S.A., Europe, Japan**MARKET SERVED:** All members of the American Society of Transplantation and the American Society of Transplant Surgeons; surgeons, clinical scientists, basic scientists, and health care professionals in the field of transplantation.**SUBSCRIPTION PRICE:** Personal Subscriptions, \$573; Institutional Subscriptions, \$1,393**ISSUANCE & CLOSING****INAUGURAL ISSUE:** May 2001**FREQUENCY:** Monthly**MAILING DATE:** 15th of month preceding cover month (i.e., April 15th for May issue)**MAILING CLASS:** 1st class; polybagged.**CLOSING DATES**

Issue	Closing Date	Digital Materials	Inserts
January	October 22	November 2	November 23
February	November 29	December 7	January 3
March	December 31	January 9	January 25
April	January 30	February 8	March 2
May	March 2	March 13	April 1
June	March 30	April 10	May 1
July	April 30	May 9	May 30
August	May 31	June 10	June 30
September	July 2	July 14	July 31
October	August 2	August 12	August 29
November	August 31	September 9	September 25
December	September 22	October 6	October 24

CANCELLATIONS: Cancellations or changes in advertising material must be received no later than Ad Material Due Date.**GENERAL ADVERTISING INFORMATION****ACCEPTANCE OF ADVERTISING:** All ads subject to review and approval by the Editor-in-Chief. All ads must be in English.**ADVERTISING PLACEMENT:** Stacked**MECHANICAL REQUIREMENTS****TRIM SIZE:** 8-1/4" x 10 7/8"**AD SIZES**

	Width	Depth
Full Page, Bleed	8-1/2"	11-1/8"
Full Page, Non-Bleed	7"	10"
1/2 Page Vertical	3-1/4"	10"
1/2 Page Horizontal	7"	4-3/4"
1/4 Page	3-1/4"	4-3/4"

LIVE AREA: Keep live matter at least 1/2" inch from trim.**TRIMMING:** 1/4" inch from all four sides.**PAPER STOCK:**

- a. Covers: 80 lb. coated cover
- b. Inside: 60 lb. Multiart silk

PRINTING PROCESS: Litho**BINDING:** Perfect**HALFTONE SCREEN:** 133**SUBMISSION OF ADS:**

- High-resolution Digital Media Required (minimum 266 dpi for images)
- Required format: PDF/Acrobat 4.05 or later
- 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.)
- Indicate Journal, Volume, and Issue with ad material
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included
- Media Requirements (for courier transfers): CD-ROM preferred
- **Electronic Transfer (preferred method of submission): Please contact Advertising Traffic Coordinator at adtraffic@bos.blackwellpublishing.com prior to submitting a file via FTP**
- **For additional information, see PDF specifications at: www.blackwellpublishing.com/authors/web_printspec.pdf**
- **If ads are sent in late, publisher reserves the right to amend them if they do not conform to these PDF specifications. The publisher is not responsible for the quality of ads sent in after the deadline.**

INSERT INFORMATION**INSERTION ORDERS TO:**

Pharmaceutical Media, Inc.
 Attn: Olga Guerra
 30 East 33rd Street, 4th Floor New York, NY 10016

INSERT REQUIREMENTS:

- a. Multiple-leaf inserts must be furnished folded.
- b. Keep live matter 1/2" from trim.
- c. Size: min. 8-1/2" x 11-1/8"
- d. Trimming: 1/8" off all four sides. Jogs to the head.
- e. Stockweight: 60 lb. text minimum; 100 lb. text maximum
- f. Quantity: 4,500 per issue
- g. Packing Instructions: Carton packing preferred, with quantity, publication name, and month clearly indicated.

SHIP INSERTS TO:

Sheridan Press
 (American Journal of Transplantation _____ issue)
 Attn: Lisa Harrold
 450 Fame Avenue
 Hanover, PA 17331
 Phone: 717-632-8448