



AMERICAN VOLUME

Advertising Rates 2008

All rates listed are gross. Combined frequency rates apply for both American and British Volumes.

Frequency	Full page	Half page	Quarter page
1x	\$2,940	\$1,685	\$840
3x	\$2,865	\$1,590	\$815
6x	\$2,810	\$1,485	\$765
9x	\$2,680	\$1,385	\$720
12x	\$2,585	\$1,295	\$665
18x	\$2,485		
24x	\$2,415		
36x	\$2,230		
48x	\$2,080		
60x	\$2,035		
72x	\$1,980		
84x	\$1,940		
96x	\$1,925		

1/4 page ads b/w only, may be placed for new product ads; placement ads must be 3x minimum.

Color Rates per page

Two-color	\$655
Three- and Four-color	\$2,090
Metallic-color	\$1,500
Match-color	\$990
Five-color	\$3,080

Four-color ads must be full page. Color charges are in addition to the b/w rate.

Online Advertising

\$50.00 cpm gross

50,000 impressions \$2,500

100,000 impressions \$5,000

Closing Dates

Issue 2008	Insertion Orders	Materials Due	Scheduled Mailing
January	12/3/07	12/7/07	1/3/08
February	1/2	1/7	2/1
March	2/1	2/8	3/3
April	3/3	3/7	4/1
May	4/1	4/7	5/1
June	5/1	5/8	6/2
July	6/2	6/6	7/1
August	7/1	7/7	8/1
September	8/1	8/8	9/1
October	9/1	9/8	10/1
November	10/1	10/8	11/3
December	11/3	11/7	12/1

Cancellations are due by the 8th of the month. Cancellations are subject to 20% of the total invoice.

Covers

Cover II	100% of b/w frequency rate
Cover II and Page Facing	100% of b/w frequency rate for 1 page
Cover III	50% of b/w frequency rate
Cover III and Page Facing	50% of b/w frequency rate for 1 page
Cover IV	100% of b/w frequency rate

Special Positions

Opposite Table of Contents	25% of b/w frequency rate
Opposite First Editorial	25% of b/w frequency rate
First Spread	25% of b/w frequency rate

Inserts b/w frequency rate X number of pages plus one page

BRC b/w frequency rate, must be accompanied with ad page(s)

Circulation: 39,830

Mechanical Requirements

Print size (width x height)

- Full Page** > No bleed: 7" x 10"
Bleed: 8⁵/₁₆" x 11¹/₈"
Trim size: 8⁵/₁₆" x 10⁷/₈"
- Spread** > 16⁷/₈" x 11¹/₈",
will trim to 16⁵/₈" x 10⁷/₈" (prefer split films)
- Half Page** > Horizontal: 7¹/₈" x 4¹/₂"
Bleed: 4⁵/₃₂" x 11¹/₈" (keep live matter ³/₈" from edge)
Vertical: 3⁷/₁₆" x 9¹/₄"
- Quarter Page** > 3⁷/₁₆" x 4¹/₂"

Digital Specs

Ideally we prefer PDF files when sending digital data.

Ads submitted as PDFs can be sent via CD, via e-mail, or uploaded to our FTP site.

For more information, please contact Beverly Ouannass, Advertising/Production Manager. ouannass@jbjs.org, 781.449.9780 x1234

PDF Settings

All submissions should be built using our printer's PDF settings. Fonts must be embedded, crop marks must be included with proper offsets, and submissions should be sent as exact size of ad (see ad page sizes on *print opportunities* page). CMYK files only; RGB not accepted. All files should be flattened—nothing should contain transparencies. If white text is used, it should not be set to overprint, but as knockout. Native files or other formats can be accepted. Desktop software formats that we accept: InDesign, Illustrator, Photoshop, PageMaker and QuarkXpress. Please call or e-mail for more information.

All ads submitted should be accompanied by a current matchprint i.e. Fuji, Kodak, 3M color proof of the ad at full size. No color match will be guaranteed from a laser or inkjet type of proof.

Insert Information

Insert Rate: Earned page rate times number of pages plus one page

Trim size: 8⁵/₁₆" x 10⁷/₈" Pretrim size: 8⁵/₁₆" x 11¹/₈"

Trim is ¹/₈" from all sides. Bottom and outside trims may exceed the ¹/₄" measurement.

Jogs to the head. Keep printed matter at least ¹/₂" from binding edge.

Split runs available.

Stock: Two page inserts—100 lb. maximum, bulking factor .004, coated or uncoated, maximum. Multiple leaf inserts—70 lb. maximum, bulking factor .004 maximum.

BRC Minimum size: 5" x 3¹/₂" + ³/₈" to ¹/₂" perf.

Maximum size: 6" x 4¹/₄" + ³/₈" to ¹/₂" perf.

Stock minimum: .007" thick

Ship Inserts

Dartmouth Printing Company, 69 Lyme Road, Hanover, NH 03755

Attention: Lisa Davis 800.258.0300

Quantity	Full Circulation	41,000
	North America	28,500
	U.S. Only	27,000

Include packing slip, number of inserts, publication name and month(s).

Online Banner Specifications

Size 468 pixels wide by 60 pixels high, 25k

File Format GIF or animated GIF, Rich Media is accepted on a case-by-case basis
Note on animated gifs: 2 loop max

URL Linking URL for approval by JBJS

> Advertisements that link users to other web sites cannot prevent a user from easily returning to the JBJS web site.

> Advertisements that open additional windows within the JBJS web site will not be accepted.

ALT Text A short 5-10 word description of the ad for people who have image-loading turned off or are using a browser that doesn't display images

20 Pickering Street, Needham, MA 02492 USA

Phone: 781.449.9780 Fax: 781.449.3485

www.jbjs.org

A spectrum of possibilities.

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