



Established 1992 • Le Jacq
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Advertising Executive
 Lisa Piedimonte
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RATES & SPECIFICATIONS

FREQUENCY: BI-MONTHLY

Contact Lisa Piedimonte (lpiedimonte@bos.blackwellpublishing.com) for rate information

COLOR CHARGES

Contact Lisa Piedimonte (lpiedimonte@bos.blackwellpublishing.com) for rate information

COVER AND PREFERRED POSITION RATES

Contact Lisa Piedimonte (lpiedimonte@bos.blackwellpublishing.com) for rate information

INSERTS

Inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Die cuts within the body of the insert must be limited so as not to affect stiffness of the page and in no way adversely affect material on the adjacent page. Carton packing preferred with quantity and publication clearly indicated. Each insert page counts 1x toward earned page rate. Inserts are billed per page, i.e., single leaf insert = 2x b/w rate, 4-page insert = 4x b/w rate. Demographic and geographic lists as well as BRCs are accepted. Mechanical charges for special run inserts are non-commissionable.

INCENTIVE PROGRAMS

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CIRCULATION

Based on Publisher's Circulation File August 2006
 U.S. Office and Hospital Circulation

Specialty	Office-Based and Hospital-Based
Cardiologists and Cardiovascular Surgeons	19,732
Society of Geriatric Cardiology Membership:	500

Total Circulation: 20,232

PAGE SIZES, NON BLEED

	Width	Depth
Actual Page Trim	8"	10.75"
Full Page	6.5"	9"
½ Page Horizontal	6.5"	4.75"
½ Page Vertical	4"	9"

IMPORTANT DATES

Issues	Closing Dates For Ad Placement	Material Due Date	Mailing Date
January/February 2007	11/17/06	12/4/06	1/4/07
March/April 2007	1/18/07	2/5/07	3/6/07
May/June 2007	3/19/07	4/3/07	5/4/07
July/August 2007	5/18/07	6/5/07	7/6/07
September/October 2007	7/18/07	8/3/07	9/5/07
November/December 2007	9/3/07	10/3/07	11/2/07

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.

INSERT MECHANICAL REQUIREMENTS

Stockweight: maximum 80 lb. coated or offset

Quantity: 25,000

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.

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.

ONLINE ADVERTISING & SPONSORSHIP

Advertising: With traffic averaging over 1,000,000 hits per month, www.lejacq.com is a sustainable avenue for banner advertising. We can place your banner ad in a strategic location to maximize views and impact.

Sponsorship: Abstracts on *Index Medicus* link to the full text PDF version at lejacq.com which can be purchased for \$30 per manuscript. Clients can sponsor the free download of the PDF with their product, corporate logo, or banner ad placed on both the Detail Page and on the Le Jacq Quick List of Free Downloads indicating sponsorship.

Specifications and cost upon request.

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%

EDITORIAL DESCRIPTION

The official publication of the Society of Geriatric Cardiology. Editorial focus on cardiovascular disease and problems in the elderly. Special sections include Images in Geriatric Cardiology, Pharmacologic Update, Ethical Issues in the Management of Geriatric Cardiac Patients, Electrocardiology Teacher Analysis and Review, and News from the Society of Geriatric Cardiology.

FOR INSERTION ORDERS AND ALL ADVERTISING

MATERIAL, CONTACT:

Lisa Piedimonte
lpiedimonte@bos.blackwellpublishing.com
tel: (914) 631-0078, fax: (781) 338-8703

INSERTS SHOULD BE SHIPPED TO:

Mike Murphy c/o Quebecor Printing Pendell, Inc.
1700 James Savage Road, Midland, MI 48642
tel: (800) 448-4288 ext. 1415, fax: (989) 496-3281
michael.murphy@quebecorworld.com