

CLINICAL PEDIATRICS FOR 2006

RATE CARD NUMBER 45

Representative

Publisher

Westminster Publications
708 Glen Cove Avenue
Glen Head, NY 11545
516-759-0025 FAX: 516-759-5524

GENERAL INFORMATION

1. Issuance:

- a. Frequency: 9 times a year.
- b. Issue date: first day of publication month.
Delivery: by mail, in protective poly wrapper.

2. Established:

January, 1962.

3. Subscription Data:

a. Rates:

Individual subscription: domestic \$198.00,
foreign (surface mail) \$225.00, (airmail) \$246.00.
Institutional subscription: domestic \$343.00,
foreign (surface mail) \$372.00, (airmail) \$387.00.
Issues delivered outside the U.S. via airmail have a guaranteed
delivery date of 15 days or less from publication date.
Single issues, \$30.00 plus postage.

- b. Annual percentage of subscription renewals: 93%

4. Special Issues:

Symposia & Colloquia

5. Editorial Content:

CLINICAL PEDIATRICS is a practice-oriented journal dealing with
clinical research, behavioral and educational problems,
community health issues, and subspecialty or affiliated specialty
applications to pediatric practice.

6. Advertising Acceptance and Copy Restrictions:

Subject to approval by Editorial Board. Complete description
of products, one copy to be sent to publisher.
Time for clearance: 3 weeks before closing date.

7. Placement Policy For Advertising:

Advertising is interspersed.

8. Editorial/Advertising Ratio:

Mainly editorial with limited space available for advertising.

9. Service To Advertisers:

- a. Selective Symposia Issues:
Inquiries should be addressed to: Westminster Publications
- b. Availability of Editorial Reprints:
Inquiries should be addressed to: Westminster Publications

10. Editorial Office:

Westminster Publications
708 Glen Cove Avenue
Glen Head, NY 11545

11. Advertising Sales:

Westminster Publications
Advertising Sales
708 Glen Cove Avenue
Glen Head, NY 11545

CIRCULATION

12. Paid Circulation:

(Figure based on 6-month average, July–December)

Paid Circulation	3795
Complementary	1115

Total Circulation	4910
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13. Guaranteed Circulation:

4800

14. Annual Percentage of Subscription Renewals:

93%.

15. Coverage and Market:

- a. Coverage is national and international.
- b. Market served: pediatricians, family practitioners, general practitioners, pediatric psychologists, pediatric surgeons, internists, medical libraries, hospitals, clinics, research institutions, and clinical investigators.

16. Territorial Distribution:

New England	344
Middle Atlantic	464
South Atlantic	510
East North Central	675
East South Central	195
West North Central	283
West South Central	227
Mountain	168
Pacific	514

U.S. Total	3345
Foreign	1055

Complementary, exchange, and advertising copies	475
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Total Distribution	4910
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RATES

17. General Advertising Rates:

	1 time	6 times	12 times	18 times	24 times
1 page	\$1175.00	1150.00	1125.00	1100.00	1075.00
1/2 page	\$625.00	600.00	575.00	550.00	525.00

18. Earned Rates:

Based on accumulated space when contracted in advance.
Upon request parent company and subsidiaries are combined for accounting of earned rate.

19. Color Rates:

- a. Standard color (4A red, blue, green, yellow, orange), per page \$600.00
- b. Matched color rate, per page 725.00
- c. 3-Color rate, per page 975.00
- d. 4-Color rate, per page 1160.00

20. Bleed Rate:

No extra charge for bleed.

21. Inserts:

- a. Single-leaf inserts: Two times earned black and white rate.
- b. Double-leaf inserts: Four times earned black and white rate.
- c. Special charges apply on unusual insert handling, rates upon request.

22. Cover And Preferred Position Rates:

- a. 2nd cover \$450.00
- b. 3rd cover 450.00
- c. 4th cover 600.00
- d. Page facing contents 400.00
- e. Page facing 1st text 400.00

23. Special Positioning:

Rates upon request for unusual positioning.

24. Agency Commission:

15%. (Color charges, positioning charges, and insert charges are commissionable.)

**MECHANICAL REQUIREMENTS
OFFSET PRINTING**

26. Mechanical Sizes:

	Vertical Ad		Horizontal Ad	
	Wide	Deep	Wide	Deep
1 page standard	7 1/2"	10 1/4"	—	—
1/2 page standard	3 3/4"	10 1/4"	7 1/2"	5 1/8"
1 page bleed	8 1/4"	11"	—	—

Publication trim size: 8" x 10 3/4"

27. Reproduction Requirements:

- a. Negatives, right reading, emulsion side down. Color proofs must accompany initial order.
- b. Halftone screen: 133 line recommended, 150 line max.
- c. Publication binding: Perfect bind

28. Insert Requirements:

- a. Sizes:
2-page insert 8 1/4" x 11 1/4"
Larger insert sizes upon request
- b. Trimming: 1/8" head trim, 3/8" foot trim, and 1/4" side trim. Margin for live matter 1/2" inside all trim edges.
- c. Acceptable paper stock weights: 100 lb. text weight maximum, 60 lb. text weight minimum.
- d. Quantity: Supplied upon request.
- e. Closing dates for inserts: 30 days prior to publication.
- f. Ship negatives, inserts, etc. to address below.

29. Disposition of Negatives:

Destroyed after one year unless otherwise instructed.

CLOSING DATES

25. Deadline:

- a. All materials must be at the publisher, ready for publication, 30 days prior to the publication issue date (1st of month).
For publication set copy allow additional time needed for approval and/or alteration.
- b. Also see item 6 on reverse side.

When responding please provide the issue month if applicable.

Clinical Pediatrics (month)
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