

## Publisher

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

## GENERAL INFORMATION

### 1. Issuance:

- a. Frequency: 4 times a year. January, April, July, and October.
- b. Issue date: first day of publication month.  
Delivery: by mail, in protective poly wrapper.

### 2. Established:

January, 1996.

### 3. Organizational Affiliations:

Sponsored by the International Society for Heart Research; the American College of Angiology.

### 4. Subscription Data:

- a. Rates:  
Individual subscription: domestic \$184.00,  
foreign (surface mail) \$223.00, (airmail) \$240.00.  
Institutional subscription: domestic \$318.00,  
foreign (surface mail) \$348.00, (airmail) \$364.00.  
Issues delivered outside the U.S. via airmail have a guaranteed  
delivery date of 15 days or less from publication date.  
Single issues, \$50.00 plus postage.
- b. Annual percentage of subscription renewals: 92%

### 5. Special Issues:

Symposia & Colloquia

### 6. Editorial Content:

The *Journal of Cardiovascular Pharmacology and Therapeutics* provides a forum to examine new findings and controversies, highlight emerging issues, and share appropriate and changing therapeutic options. Every issue brings you a stimulating combination of reports of clinical and experimental studies as well as clinical trial reports. You'll also find reviews, therapeutic commentaries, point/counterpoint discussions, clinical case discussions, and hypotheses of factors associated with cardiovascular therapeutics.

### 7. 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.

### 8. Placement Policy For Advertising:

Advertising is interspersed.

### 9. Editorial/Advertising Ratio:

Mainly editorial with limited space available for advertising.

### 10. 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

### 11. Editorial Office:

Westminster Publications  
708 Glen Cove Avenue  
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### 12. Advertising Sales:

Westminster Publications  
Advertising Sales  
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## CIRCULATION

### 13. Paid Circulation:

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

Paid Circulation .....	1426
Complementary .....	585

<b>Total Circulation</b> .....	<b>2011</b>
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### 14. Guaranteed Circulation:

2000

### 15. Annual Percentage of Subscription Renewals:

94%.

### 16. Coverage and Market:

Coverage is national and international.

**RATES**

**17. General Advertising Rates:**

	1 time	6 times	12 times	18 times	24 times
1 page	\$1275.00	1250.00	1225.00	1200.00	1175.00
1/2 page	\$750.00	725.00	700.00	675.00	650.00

**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 ..... \$625.00
- b. Matched color rate, per page ..... 825.00
- c. 3-Color rate, per page ..... 1100.00
- d. 4-Color rate, per page ..... 1250.00

**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 handling charges apply on unusual insert handling, rates upon request.

**22. Cover And Preferred Position Rates:**

- a. 2nd cover ..... \$475.00
- b. 3rd cover ..... 475.00
- c. 4th cover ..... 725.00
- d. Page facing contents ..... 450.00
- e. Page facing 1st text ..... 450.00

**23. Special Positioning:**

Rates upon request for unusual positioning.

**24. Agency Commission:**

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

**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 7 on reverse side.

**MECHANICAL REQUIREMENTS  
OFFSET PRINTING**

**26. Mechanical Sizes:**

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

Publication trim size: 8 1/4" × 11"

**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 1/2" × 11 1/2"
  - 4-page insert ..... 17" × 11 1/2"

**Larger 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.

When responding please provide the issue month if applicable.

**JCPT (month)**

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