



Display Advertising Rate Card
Effective: January 2009

The Journal of Spinal Cord Medicine
www.apssci.org

General Information

Established: 1995
(formerly known as *The Journal of the American Paraplegia Society*, est. 1977).

Circulation: 1,500 paid.

Bonus Circulation: Annual American Paraplegia Society SCI Conference (additional 500); Annual American Spinal injury Association Conference Supplement (additional 500).

Issuance: Five issues per year.

Editorial Focus: Original articles aimed at physicians and other health professionals involved in the clinical and basic science aspects of spinal cord impairment (SCI).

Services to Advertisers: With a five-issue ad schedule, advertisers are eligible for a free one-time use of JSCM's targeted paid subscriber list.

Agency Commission: 15% color and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

Rates

Frequency	1x	3x	5x	10x
Full Page	\$830	\$775	\$735	\$685
½ Page	\$580	\$545	\$515	\$490
¼ Page	\$415	\$385	\$365	\$345

Color Rates

- a. Standard Color per page: \$450
- b. Matched Color per page: \$500
- c. 3/Color & 4/Color per page: \$1,000

Cover and Preferred Position Rates (non-cancelable)

- a. 2nd Cover: earned rate, plus 25%
- b. 3rd Cover: earned rate, plus 15%
- c. 4th Cover: earned rate, plus 50%

Earned Rates

Based upon accumulated space during 12-month period.

Classified Advertising Rates

¼ Page	\$395
½ Page	\$555
1 Page	\$790

\$18 per line or fraction of a line with \$75 minimum. Approximately 40 characters per line. Prepayment is not required. 10% typesetting charge. Send electronic file or fax copy to ad rep for price quotation.

Advertising Contracts and Insertion Orders:

Leonard Media Group
415 Horsham Road
Horsham, PA 19044
215-675-9133
215-675-9376 (fax)

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diane@leonardmedia.com

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Materials, Inserts and Proofs:
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Leonard Media Group
jscm@leonardmedia.com
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Horsham, PA 19044
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215-675-9376 (fax)

2009 Closing Dates

Issue	Reservations	Materials
32.1	1/6/09	1/22/09
32.2	3/6/09	3/24/09
32.3	5/11/09	5/29/09
32.4	7/8/09	7/24/09
32.5	10/12/09	10/28/09

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Official Journal of the
American Paraplegia Society

Mechanical Requirements

Unit Sizes

	Non-Bleed			Bleed		
	Width		Height	Width		Height
Full Page	7"	X	10"	8.75"	X	11.25"
1/2 Page H.	7"	X	5"	8.375"	X	5"
1/2 Page V.	3.5"	X	10"	3.5"	X	11.125"
1/4 Page	3.5"	X	5"	n/a	X	n/a

Trim Size

- Journal trims 1/8" off all four sides.
- Final trim size of publication 8.5" X 11".
- Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

Halftone Screen

Covers, inside, 4/color process: 133–150 line screen.

Reproduction Requirements

Ads may be sent via e-mail to: JSCM@leonardmedia.com.

They can also be sent to our ftp site www.ezftp.com.

Contact your sales representative for the username and password.

Preferred method is Acrobat 4.0 PDF version 1.3 files. Fonts and images must be embedded. No OPI or ICC Profiles. Bitmapped or grayscale images for B/W ads. CMYK images for ads that contain any color. All images must be saved as 300 DPI @ 100% of the finished size. Native files can be supplied as Macintosh QuarkXpress 5.0, Adobe Photoshop CS or Adobe Illustrator CS. Screen/printer fonts and images must be collected. Image files (pictures/logos) must be saved as TIFF, EPS and/or PDF. Please indicate the publication in which the ad is being placed in your subject line.

Production Charge

The publication will subset advertisements in most regular typefaces upon request. Typesetting fee is 10% of the one-time ad cost shown. Special requests will be billed to the advertiser and/or advertising agency at the then prevailing rates. Minor copy changes for subsequent issues are made at no additional expense. When time permits, display ad proofs only are sent for approval prior to publication.

Paper Stock: a. Inside pages: Coated b. Covers: Coated

Type of Binding: Perfect

Disposition of Materials: Destroyed after one year

Insertion Order and Copy Regulations

- New ads subject to approval by editor and publisher.
- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (**proof of ad to be furnished**), plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions, that conflict with the publisher's stated policies will be binding on the publisher.
- Advertisers and advertising agency agree to indemnify, defend and save harmless the publisher for any and all liability for content (**including text, illustrations, images, sketches, maps, trademarks, labels or other copyrighted material**) advertisements printed or the unauthorized use of any person's name or photography arising from the publisher's reproduction of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year, a 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate of the subsequent or past periods.
- Cancellation of space order forfeits the right to position protection.
- The Advertiser Index (**if published**) is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above the space order. The publisher, therefore, does not assume liability for errors in the index not withstanding all normal precautions.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- When change of copy, covered by an uncancelled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
- Requests for specified position at R.O.B. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
- Advertisements ordered set and not used will be charged for composition.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.