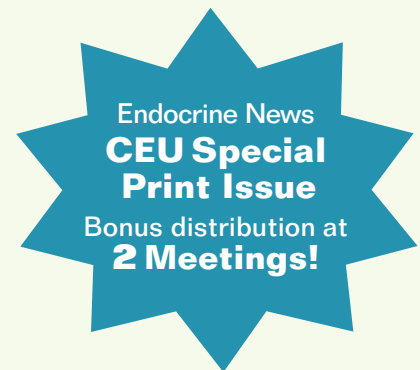


ENDOCRINE NEWS

- US Circulation includes the universe of endocrinologists and 6,125 High Rx PCPs
- **#1 in Ad Page Exposures***

*Source: Kantar, December 2018, Tables 119+219 Dia/Endo, O+H



Endocrine Society 2055 L Street NW, Suite 600, Washington, DC 20036 • Phone: 202.971.3636 • endocrine.org

2020 PRINT RATES & DATA

Editorial

Editor-in-Chief:

Mark A. Newman, Endocrine Society

Established: 2004

Acceptance of Advertising: All advertising is subject to the approval of the publisher.

Ad Placement: Interspersed

Circulation

Total Circulation: 25,640

Circulation Breakdown:

22,248 US : 3,392 International

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Advertising Representatives

Joe Schuldner

Phone: 212.904.0377 Email: jschuldner@pminy.com

John Alberto

Phone: 212.904.0364 Email: jalberto@pminy.com

Advertising Information

Earned Rates: Rates are based on space accumulated in all publications of the Endocrine Society during the calendar year.

Agency Commission: 15%

Black and White Page Rates

Frequency	Full Page	Half Page	Quarter Page
1x	\$3,300	\$2,050	\$1,350
6x	\$3,250	\$2,000	\$1,250
12x	\$3,200	\$1,950	\$1,150
24x	\$3,150	\$1,850	\$1,050
48x	\$3,100	\$1,750	\$950
72x	\$3,050	\$1,650	\$850
96x	\$3,000	\$1,550	\$750

Color Rates (in addition to B/W rates):

Standard Color: \$ 800

Matched Color: \$1,150

3/or 4/Color: \$2,050

Preferred Position Premiums:

Cover 2: 35%

Cover 4: 50%

All Others: 15%

Inserts: Charged at the earned B/W page rate times the number of pages. Rates available upon request for larger units, gatefolds, tip-ins, and die-cuts.

Covertips and Outserts: Available; contact your sales representative for more information.

Advertising Incentive Continuity Program:

Place 6 insertions for the same product in *Endocrine News* during the calendar year and get the 7th insertion for the product free. Place 10 and get 2 free.

Combination Incentive Program: Place an ad in *JCEM* and *Endocrine News* in the same month and get a free ad in *Endocrine Reviews*.

Incentive Programs may be combined. Ads must be full page or larger. If ads vary in size, the least expensive unit qualifies for your free ad.

Issuance and Closing Dates:

Issue	Space Commitment	ROB Materials	Insert Delivery
January 2020	Dec 10	Dec 16	Dec 23
February 2020	Jan 10	Jan 15	Jan 22
March 2020	Feb 10	Feb 17	Feb 24
April 2020	Mar 9	Mar 16	Mar 23
May 2020	Apr 10	Apr 15	Apr 23
June 2020	May 11	May 18	May 26
July 2020	Jun 10	Jun 17	Jun 24
* CEU Special Print Issue	Jun 22	Jun 30	Jul 10
August 2020	Jul 10	Jul 17	Jul 24
September 2020	Aug 10	Aug 17	Aug 24
October 2020	Sep 11	Sep 18	Sep 25
November 2020	Oct 9	Oct 16	Oct 23
December 2020	Nov 10	Nov 17	Nov 24

Bonus Distribution Issues:

March	ENDO 2020
April	AACE
May	American Diabetes Association
August	Clinical Endocrinology Update and Endocrine Board Review
October	American Thyroid Association

Endocrine News Special CEU Edition

- Highlights of topics at upcoming CEU/EBR Meetings
- Focus on latest clinical endocrinology data
- Mailed to full *Endocrine News* circulation in July
- **Bonus Distribution at both CEU Meetings and EBR**

Mechanical Specifications

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

Binding: Perfect

Paper Stock: Covers, 100 lb coated;
Interior, 60 lb coated

Halftone Screen: 150

Ad Sizes:

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7"	10"	8.375"	11.125"
½ page horizontal	7"	5"	8.375"	5.5"
½ page vertical	3.5"	10"	4.125"	11.125"
¼ page	3.5"	5"		

Reproduction Requirements (ROB):

Digital Files Required

Preferred Format: PDF/X-1a

Checklist Before Submission:

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- Do not nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside bleed area

FTP Delivery

Address: ftp://ftp.pminy.com

User Name: pmiftpuser

Password: \$130Sales

Upload the file into the *Endocrine News* folder and send notification to kclark@pminy.com

Insert Requirements

All inserts must be furnished printed, folded, untrimmed, and ready to bind.

Delivered Size: 8.375" x 11.125"

Trim: 1/8" from all four sides; jogs to head

Stock: 70lb minimum; 100lb maximum

Quantity: 26,500 US; 28,000 Full Run

Packing: Carton packing preferred with quantity, publication, and month clearly indicated.

Ship Inserts and Covertips to:

Endocrine News
Sheridan NH
Attn: Donna Hendee
69 Lyme Road
Hanover, NH 03755
Phone: 603.653.7208

Send All Insertion Orders and Materials to:

Kathy Clark
Pharmaceutical Media, Inc.
30 East 33rd Street, 4th floor
New York, NY 10016
Email: kclark@pminy.com
Phone: 212.904.0365