Endocrine News

Endocrine News informs and engages the global endocrine community by delivering timely, accurate, and trusted content covering the practice, research, and profession of endocrinology. The mission of the Endocrine Society is to advance excellence in endocrinology and promote its essential and integrative role in scientific discovery, medical practice, and human health.

Reaches the Universe of Endocrinologists

Advertising & Sales
Pharmaceutical Media, Inc.
30 East 33rd Street, 4th Floor NY, NY 10016
Phone: 212-685-5010 Fax: 212-685-6126
Web: www.pminy.com

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Daniel Simone, 212-904-0360, dsimone@pminy.com

Advertising Production Manager:
Monica Griffiths, 212-904-0362, mgriffiths@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%

B/W Space Charges:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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<tbody>
<tr>
<td>1x</td>
<td>$3,275</td>
<td>$2,050</td>
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<td>6x</td>
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<td>96x</td>
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<td>$1,550</td>
<td>$750</td>
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Color Rates (in addition to B/W rates):
Standard Color: $800
Matched Color: $1,150
3/C or 4/Color: $1,950

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.

Tip-on Cards and Outserts: Available; sample must be submitted for rate quote.

Publishing & Editorial:
Endocrine Society
2055 L Street NW, Suite 600, Washington, DC 20036
Phone: 202-971-3636 Fax: 202-951-2617
Web: www.endocrine.org

Managing Editor:
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: 22,020
Circulation Breakdown:
15,828 US : 6,192 International
Circulation Basis: Paid, Benefit of Dues
Circulation Verification: Sworn Statement
**Issuance and Closing Dates:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Commitment</th>
<th>ROB Materials</th>
<th>Insert Delivery</th>
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<tr>
<td>January</td>
<td>Dec 7</td>
<td>Dec 12</td>
<td>Dec 15</td>
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<tr>
<td>February</td>
<td>Jan 4</td>
<td>Jan 9</td>
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<td>March</td>
<td>Feb 1</td>
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<td>Oct 19</td>
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<tr>
<td>December</td>
<td>Nov 1</td>
<td>Nov 19</td>
<td>Nov 20</td>
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**Bonus Distribution Issues:**

- **March**: ENDO 2018
- **April**: AACE
- **May**: American Diabetes Association
- **August**: Clinical Endocrinology Update & EBR
- **Sept**: American Thyroid Association

**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:**

<table>
<thead>
<tr>
<th>Unit Sizes</th>
<th>Non-Bleed</th>
<th></th>
<th>Bleed</th>
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<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
<td>Width</td>
</tr>
<tr>
<td>Full Page</td>
<td>7”</td>
<td>10”</td>
<td>8.375”</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7”</td>
<td>5”</td>
<td>8.375”</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3.5”</td>
<td>10”</td>
<td>4.125”</td>
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<tr>
<td>¼ page</td>
<td>3.5”</td>
<td>5”</td>
<td></td>
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**Electronic Submission of Advertising Materials:**

- **PDF files only.**
  - PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

- **Advertising files must be submitted to the Endocrine Society's ad portal at**
  - [https://endo.sendmyad.com](https://endo.sendmyad.com)

  For portal details contact Monica Griffiths (mgriffiths@pminy.com or 212-904-0362).

**Ship Color Proofs To:**

Sheridan NH
69 Lyme Road
Hanover, NH 03755
Attn: Donna Hendee
Ph: 603-653-7208

**Insert Requirements**

- All inserts must be furnished printed, folded, untrimmed, and ready to bind.
- **Trim**: 1/8” from all 4 sides; jogs to head.
- **Delivered Size**: 8.375” x 11.125”
- **Stock**: 70 lb minimum; 100 lb maximum
- **Quantity**: 20,000 U.S.; 25,000 Full Run
- **Packing**: Carton packing with quantity, publication, and month clearly indicated.

**Ship to:**

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Attn: Donna Hendee
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Hanover, NH 03755
Ph: 603-653-7208

**Send All Insertion Orders to:**

Monica Griffiths
mgriffiths@pminy.com
Phone: 212-904-0362
Fax: 212-685-6126
Pharmaceutical Media, Inc.
30 East 33rd Street, 4th floor
New York, NY 10016

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**FOR MORE INFORMATION**

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