

# Bulletin of the NYU Hospital for Joint Diseases

A Journal of Orthopaedics, Rheumatology and Related Disciplines

## Advertising Rates 2007

### General Information

#### Issuance

Frequency: Quarterly  
Type of Journal: peer-reviewed clinical journal, ads stacked  
Binding: Perfect  
Mailing Class: Third class, mailed in polybag  
Total Circulation: 2000

#### Established

1940

#### Organizational Affiliation

NYU Hospital for Joint Diseases  
A teaching hospital of New York University School of Medicine

#### Subscription Rates

Individuals: \$95      International: \$120  
Institutions: \$125      International: \$145

#### Editorial Focus

Geared toward orthopaedic surgeons and rheumatologists; each issue focuses on original technique-oriented articles presenting practical advice, reviewing the standards of care, and highlighting new techniques, innovations, and technologies. Some issues carry Continuing Medical Education credits.

#### Staff

Editor-in-Chief: William Jaffe, MD  
Publisher: James Costello  
Advertising Production Coordinator: Michelle Losaw

### Closing Dates

<i>Issue Date/Number</i>	<i>Space Reservations</i>	<i>Ad Materials</i>
March 15, (1)	1/15	2/1
June 15, (2)	4/15	5/1
September 15, (3)	7/15	8/1
December 15, (4)	9/15	11/1

Insertion orders must be received 3 weeks prior to closing. Cancellations are accepted 15 days prior to closing.

### Rates

#### General Advertising Rates (Black & White)

Effective: January 2007

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1175	\$790	\$575
2 Times	\$950	\$640	\$475
4 Times	\$925	\$610	\$450
8 Times	\$850		

#### Color Rates (additional charge per page)

4 Color:	\$1350
2 Color:	\$750
Match Color:	\$950

#### Covers and special positioning (non-cancellable)

Cover 2: B&W rate plus 30%, add color charge  
Cover 3: B&W rate plus 20%, add color charge  
Cover 4: B&W rate plus 45%, add color charge  
Page Opposite Table of Contents: B&W rate plus 15%, add color charge.

Rates available upon request for unusual positioning.

#### Composition Charges

1 page:	\$350
1/2 page:	\$285
1/4 page:	\$220

#### Earned Rates

Earned rates are calculated based upon accumulated space in a 12-month period. Upon request, parent company and subsidiaries are combined for the accounting of the earned rate.

#### Inserts

2-page insert: 2 times earned B&W rate  
4-page insert: 4 times earned B&W rate  
Standard business reply card: at earned B&W rate  
Larger business reply card: 2 times earned B&W rate  
Larger inserts rates upon request  
Outserts, within polybag: rates available on request

#### Agency Commission

Agency Commission is 15%. Color charges, position charges, and insert charges are commissionable. All other extra charges are non-commissionable.

# Bulletin of the NYU Hospital for Joint Diseases

A Journal of Orthopaedics, Rheumatology and Related Disciplines

J. Michael Ryan Publishing, Inc.

24 Crescent Drive North  
Andover, New Jersey 07821-4000

973-786-7777 *tel*  
973-786-7776 *fax*

## Mechanical Requirements

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### Size

Final Trim Size: 8 1/2" x 11"  
Bleed Area: add 1/8" to all sides

Single page, no bleed: 6 3/4" x 9"  
Single page, full bleed: 9" x 11 1/2"  
Half page (1 column): 3 1/4" x 9 3/4"  
Half page (wide): 6 3/4" x 4 3/4"  
Quarter page: 3 1/4" x 4 3/4"

Live matter should be kept to a minimum of 1/2" from gutter and trimmed edges.

### Digital

Acrobat PDF files are the preferred submission format for advertising materials.

### Films

Offset negatives right reading, emulsion down; one piece films marked for color containing registration marks, center marks, and trim marks.

### Mechanicals

Mechanicals or camera ready copy accepted for black and white ads and must include, registration marks, center marks, and trim marks. Material must indicate screens and second color, if any, and be pre-separated. Additional charges will be assessed for separating screens and second color.

### Proofs

All color ads must be accompanied by color proofs. Laser copy or photostats are acceptable for all black and white ads.

### Halftone Screen

Covers, inside, and all four color process: 133 line screen

## Requirements for Acceptance of Advertising

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Insertion instructions shall include — name of the journal, name and address of the advertiser, date(s) to be inserted, size of advertisement, identification of advertisement along with a proof, and special instructions for placement, bleeds, color, etc.

Advertisements are subject to approval by the publisher. New copy to be received by the publisher

two weeks prior to closing for review. The advertiser and agency agree to indemnify and hold the publisher and the NYU Hospital for Joint Diseases harmless from all liability and expense arising from claims or actions as a result of the content of the advertisement. The publisher reserves the right to reject or discontinue any advertising; such right not to be deemed waived by acceptance or prior use of any advertising.

The publisher's liability for errors shall not exceed the charge for the insertion of the advertisement.

If change of copy is not received prior to closing, the last copy run in a previous issue will be inserted.

## Disposition of Reproduction Materials

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Returned upon request. Destroyed after one year.

## Services to Advertisers

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Editorial reprints: the publishers supplies all reprints. Mailing list; the publisher supplies all mailing lists.

## Address for Mailing and Shipping

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For contracts, insertion orders, instructions, and all films, mechanicals, and proofs:

James Costello  
J. Michael Ryan Publishing, Inc.  
Bulletin of the NYU Hospital for Joint Diseases  
24 Crescent Drive North  
Andover, New Jersey 07821-4000  
jcostello@jmichaelryan.com  
973-786-7777 *tel*  
973-786-7776 *fax*

For inserts samples must be sent to the above address and the bulk of inserts forwarded to:

Bulletin of the NYU Hospital for Joint Disease  
(Volume, Number, and Quantity of inserts)  
Cindy Beck, CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331



NYUHospital for Joint Diseases