

ADVERTISING OPPORTUNITIES WITH
JOURNAL OF THE INTERNATIONAL ASSOCIATION OF PROVIDERS OF AIDS CARE
 Official Publication of the International Association of Providers of AIDS Care



All Advertising subject to IAPAC approval.

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x	24x
1 page	\$3,780	\$2,705	\$3,520	\$3,345	\$3,010
½ page	\$3,025	\$2,965	\$2,815	\$2,675	\$2,410
¼ page	\$1,815	\$1,780	\$1,690	n/a	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above)..... \$2,600

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

2014 DEADLINES

January/February

Space reservation due:	12/2/13
Materials due:	12/6/13
Inserts due:	12/11/13

March/April

Space reservation due:	2/7/14
Materials due:	2/13/14
Inserts due:	2/20/14

May/June

Space reservation due:	4/4/14
Materials due:	4/10/14
Inserts due:	4/17/14

July/August

Space reservation due:	6/12/14
Materials due:	6/17/14
Inserts due:	6/24/14

September/October

Space reservation due:	8/13/14
Materials due:	8/18/14
Inserts due:	8/25/14

November/December

Space reservation due:	10/8/14
Materials due:	10/13/14
Inserts due:	10/20/14

INSERTS AND OTHER HIGH IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR FURNISHED INSERTS:

- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:

- **Cover Tips** – An exclusive way to place your message front and center with each journal reader.

Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%	Facing Table of Contents	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover	Earned B&W rate + 50%	Other specified positions	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

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DIGITAL OFFERINGS

JOURNAL WEBSITE: <http://jiapac.sagepub.com>

ONLINE ADVERTISING RATES

- Leaderboard (728 x 90).....\$75 CPM
- Skyscraper (160 x 600).....\$75 CPM

Minimum buy: 10,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



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GENERAL INFORMATION

FREQUENCY: 6 times/year

PRINT CIRCULATION: 5,280 (Including U.S. members of IAPAC)*

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320
 USA. Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: Jose M. Zuniga, PhD, MPH

ASSOCIATION AFFILIATION: International Association of Providers of AIDS Care (IAPAC)

ABOUT IAPAC:

The International Association of Providers of AIDS Care (IAPAC), formerly known as the International Association of Physicians in AIDS Care, represents a professional membership of more than 20,000-plus physicians, nurses, and allied health professionals in over 100 countries who collectively treat an estimated 13.1 million people living with HIV/AIDS. IAPAC's mission is to ensure that care, treatment, and support for HIV disease and co-morbid conditions, including viral hepatitis, is provided by clinicians armed with cutting-edge clinical expertise via a variety of means, including its official journal, the *Journal of the International Association of Providers of AIDS Care (JIAPAC)*®.

ABOUT THE JOURNAL:

JIAPAC is a peer-reviewed, Medline-indexed journal providing clinical management information to HIV-treating clinicians in the fields of HIV, malaria, tuberculosis, and viral hepatitis. *JIAPAC* features original research papers, letters to the editor, short communications, case studies, consensus statements, point-counterpoint articles, and editorials.

GEOGRAPHIC BREAKDOWN OF PRINT CIRCULATION :

USA.....	98%
Rest of World.....	2%

READERSHIP:

Readership includes physicians within the following specialties: family practice, immunology, infectious diseases, internal medicine, maternal medicine, nutrition, obstetrics and gynecology, oncology, pediatrics, pharmacology, preventive medicine, psychiatry, and public health. Other readers include allied health professionals (e.g., nurse practitioners, clinical pharmacists); and medical and nursing students. *JIAPAC* is also available in select hospitals, clinics, and AIDS service organizations.

- On average, IAPAC members have HIV patient caseloads greater than 50, annually attend three medical conferences, and represent a cross-section of the HIV-treating community.
- 78% of all U.S. members are ranked among the “top antiretroviral agent prescribers” in the United States.
- 45% of all U.S. members are treating HBV and HCV monoinfection and 81% are treating viral hepatitis coinfection with HIV.



CREDENTIALS:

Physician.....	72%
Nurse/Nurse Practitioner.....	16%
Physician Assistant.....	5%
Pharmacist.....	4%
Other (e.g., Psychologists).....	3%

PHYSICIAN SPECIALTIES:

Infectious Disease.....	51%
Internal Medicine.....	28%
Family Practice.....	9%
Hepatology.....	7%
Pediatrics.....	3%
Other.....	2%

HIV PATIENTS LOAD PER MONTH

**The discrepancy in the membership number versus print circulation number is due to a sizable majority of developing world members accessing only the online version of JIAPAC.*

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ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim
Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If

a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" x 6".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING:

Cameron Shannon
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7313
Fax: (805) 375-5282
E-mail: cameron.shannon@sagepub.com

FOR ARTWORK DELIVERY:

Kirsten Beaulieu
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com