## Advertising Opportunities with American Society for Parenteral & Enteral Nutrition

All Advertising subject to A.S.P.E.N.’s approval.

### 2014 Print Advertising Rates

<table>
<thead>
<tr>
<th>Display and Classified</th>
<th>B&amp;W 1x</th>
<th>B&amp;W 3x</th>
<th>B&amp;W 6x</th>
<th>B&amp;W 12x</th>
<th>B&amp;W 24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,330</td>
<td>$2,285</td>
<td>$2,170</td>
<td>$2,060</td>
<td>$1,855</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,865</td>
<td>$1,830</td>
<td>$1,735</td>
<td>$1,650</td>
<td>$1,485</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,120</td>
<td>$1,085</td>
<td>$1,040</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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)

- January 10/17/14
- February 12/10/13
- March 12/27/13
- April 12/20/13
- May 12/16/13
- June 12/13/13
- July 12/18/13
- August 12/25/13
- September 1/9/14
- October 1/14/14
- November 1/21/14
- December 1/28/13

### Agency Commission: 15%

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

### 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**

**6 Page Insert – 5 Times the Earned B&W Rate**

**4 Page Insert – 4 Times the Earned B&W Rate**

**2 Page Insert – 3 Times the Earned B&W Rate**

**Inserts Due:**

- February: 10/6/14
- March: 8/19/14
- April: 10/10/14
- May: 10/17/14

**Materials Due:**

- February: 10/17/14
- March: 8/19/14
- April: 10/10/14
- May: 10/17/14

**Space Reservation Due:**

- February: 10/6/14
- March: 8/19/14
- April: 10/10/14
- May: 10/17/14

### Cover and Preferred Position Rates (Non-Cancelable)

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
<th>Earned B&amp;W rate + 35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facing Table of Contents</th>
<th>Earned B&amp;W rate + 30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other specified positions</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

### 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.

**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.
ADVERTISING OPPORTUNITIES WITH
AMERICAN SOCIETY FOR PARENTERAL
& ENTERAL NUTRITION

All Advertising subject to A.S.P.E.N.'s approval.

DIGITAL OFFERINGS

JOURNAL WEBSITES:
http://jpen.sagepub.com
http://ncp.sagepub.com

ONLINE ADVERTISING RATES

- Leaderboard (728 x 90) ................................................................. $75 CPM
- Half Skyscraper (160 x 240) ......................................................... $75 CPM

Minimum buy: 20,000 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.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Specs</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>728 x 90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$850</td>
</tr>
</tbody>
</table>

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.

MOBILE APP MARKETING OPPORTUNITIES

A.S.P.E.N. APP - PRICING AND AD SPECIFICATIONS AVAILABLE UPON REQUEST!

Advertising is available for every issue of the A.S.P.E.N. App. Please contact your representative for pricing and details on any of the options with the A.S.P.E.N. App. Subject to Society approval.

<table>
<thead>
<tr>
<th>Type of Ad Units</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Banner</td>
<td>Banner ad appearing at the top of the issue thumbs view in the cover gallery</td>
</tr>
<tr>
<td>Interstitial Page</td>
<td>Ad that appears when a user clicks directly from the TOC to a page within the content – placement is random and price is for up to 10 articles</td>
</tr>
<tr>
<td>Special Insert Page</td>
<td>Special PDF page that can be located anywhere within the main publication page per editorial approval</td>
</tr>
<tr>
<td>Video Enhancement</td>
<td>Print advertisers can enhance print ad with video</td>
</tr>
<tr>
<td>Audio Enhancement</td>
<td>Print advertisers can enhance print ad with audio</td>
</tr>
</tbody>
</table>

Contact your A.S.P.E.N. Representative, Mac McKay at mac.mckay@sagepub.com or 805-490-7420, to learn how to deliver your product and services directly into the hands of this select audience!
GENERAL INFORMATION

ABOUT A.S.P.E.N.:
The American Society for Parenteral and Enteral Nutrition (A.S.P.E.N.) is dedicated to improving patient care by advancing the science and practice of clinical nutrition and metabolism. Founded in 1976, A.S.P.E.N. is an interdisciplinary organization whose members are involved in the provision of clinical nutrition therapies, including parenteral and enteral nutrition. With more than 5,000 members from around the world, A.S.P.E.N. is a community of dietitians, nurses, pharmacists, physicians, physician assistants, scientists, students and other health professionals from every facet of nutrition support clinical practice, research and education.

A.S.P.E.N. supports its mission in a variety of ways. On a bi-monthly basis, the organization publishes two highly respected journals, the *Journal of Parenteral & Enteral Nutrition (JPEN)* and *Nutrition in Clinical Practice (NCP)*. The association’s annual meeting, Clinical Nutrition Week, is the premier conference exploring clinical nutrition and metabolism. A.S.P.E.N. also publishes a variety of resources to promote safe, efficacious patient care, including books, guidelines, standards and continuing education resources. Through the A.S.P.E.N. Rhoads Research Foundation, the organization supports innovation in advancing the science of nutrition support. It also works closely with other health care organizations to advance a patient-centered approach to nutrition care, and with government agencies about the optimal use of nutrition therapies.

ABOUT JPEN:
*Journal of Parenteral & Enteral Nutrition (JPEN)* is the premier scientific journal of nutrition and metabolic support. It publishes original peer-reviewed studies that define the cutting edge of basic and clinical research in the field. It explores the science of optimizing the care of patients receiving enteral or IV therapies. In addition to original research articles, *JPEN* publishes reviews, tutorials, case reports and commentaries. *JPEN* is indexed by the following: PubMed, BIOSIS, Current Contents, Excerpta Medica, Reference Update, Research Alert, SciSearch, Silver Platter, and UMI.

FREQUENCY: 8 times/year
PRINT CIRCULATION: 6,030 Paid

ABOUT NCP:
*Nutrition in Clinical Practice (NCP)* is a peer-reviewed, interdisciplinary journal on the scientific basis and clinical applications of nutrition support. *NCP* publishes comprehensive reviews, clinical research, case observations and commentaries written by experts in the field of clinical nutrition and health care practitioners involved in the delivery of specialized nutrition support. *NCP* is indexed by PubMed (MEDLINE), Cumulative Index to Nursing and Allied Health Literature, International Nursing Index, International Pharmaceutical Index, Reference Update, Silver Platter, TOXLINE, and UMI.

FREQUENCY: 6 times/year
PRINT CIRCULATION: 5,740 Paid

**NCP EDITORIAL CALENDAR AND BONUS DISTRIBUTION CALENDAR – 2014**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL THEME</th>
<th>CONFERENCE DISTRIBUTION</th>
<th>2014 DATE &amp; LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>December ’13</td>
<td>Malnutrition</td>
<td>Clinical Nutrition Week (ASPEN)</td>
<td>January 18-21 Savannah, GA</td>
</tr>
<tr>
<td>February</td>
<td>Critical Care Nutrition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Transplant Nutrition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Pancreatitis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Geriatrics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Challenges in Nutrition Support</td>
<td>Academy of Nutrition and Dietetics / Food and Nutrition Conference and Expo (FNCE)</td>
<td>October 19-22 Atlanta, GA</td>
</tr>
<tr>
<td>December</td>
<td>Obesity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ARTWORK SPECIFICATIONS

Trim Size: 8 1/8” w x 10 7/8” h

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page: 7” w x 10” h</td>
<td>8 3/8” w x 11 1/8” h</td>
</tr>
<tr>
<td>½ page horizontal: 7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>½ page vertical: 3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical: 3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

Live matter: ¼” 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.

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.

BINDER CARDS AND INSERTS:
All binder cards and inserts are jogged to the head. All binder 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 ¼” 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.