

# ANESTHESIOLOGY

OFFICIAL JOURNAL OF THE AMERICAN SOCIETY OF ANESTHESIOLOGISTS



## Circulation & Profile

### CIRCULATION

41,661 PAID. Members of the American Society of Anesthesiologists and physicians specializing in anesthesiology, perioperative medicine, pain management, critical care medicine

### EDITORIAL PROFILE

*The Journal of the American Society of Anesthesiologists* features articles by top clinicians and researchers that directly impact on current clinical practice. The journal offers incisive reports on exciting improvements in intraoperative and postoperative management, new drugs, and details on new equipment and technologies.

## Issuance and Deadlines

**FREQUENCY:** Monthly

**DEADLINE:** 19th of second month preceding date of issue, (e.g., January 19th for March)

## Contact

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## Submission

Display ads should be supplied electronically as PDF, EPS, or TIFF files, at a minimum of 600 dpi. Microsoft Word documents are accepted (for text only). All display ads not provided in the above format are subject to a 10% black & white typesetting fee. Specify issue dates and includes name, address and phone number.

### MECHANICAL REQUIREMENTS

	WIDTH	HEIGHT
1 Page	7 1/4"	9 7/8"
1/2 Page (H)	7 1/4"	4 3/4"
1/2 Page (V)	3 1/2"	9 7/8"
1/4 Page	3 1/2"	4 3/4"

Journal Trim Size: 8 1/8" x 10 7/8"  
Bleed Allowance: 1/8"

## Additional Advertising

### INTERNET ADVERTISING RATES

Internet posting in conjunction with publication in the print edition of the journal is \$200 per month, or \$300 for early posting with a print ad. Other online advertising opportunities are available. Please contact your sales representative for details.

### SPECIAL ISSUES

**Gateway to Anesthesia** (AANA meeting in August)

**ASA Job Finder** (ASA Meeting in October)

## Payment

Prepayment of advertising is not required. Please provide a Purchase order or Reference number if you require one on the invoice.

## Rates

### LINE RATES

\$6 per word — \$300 minimum

### STAND OUT COLOR OPTION

Color Border or Shading, \$100

### DISPLAY RATES

(x rates are /issue)

	1x	3x
1 Page	\$4,135	\$3,975
1/2 Page	2,825	2,750
1/4 Page	1,860	1,800

### COLOR RATES

3 or 4 Color Process	\$2,840
1 Pantone Color	\$1,280

**Display/Color rates are agency commissionable.**

## Cancellation Policy

For ad cancellation please contact Michael Rusch directly via phone 215- 521-8404; fax: 215-689-2453; or e-mail mike.rusch@wolterskluwer.com. Cancellations will not be accepted after issue closing date. However, your ad will be deleted from the next available issue and you will receive written confirmation of cancellation via fax or email, indicating your last appearance and when you should receive your final invoice. Do not assume that your ad has been canceled unless you have written confirmation. **DO NOT INDICATE CANCELLATIONS ON INVOICES. ALL RATES AND MECHANICAL REQUIREMENTS ARE SUBJECT TO CHANGE WITHOUT NOTICE.**