

# Behavioural Pharmacology

2009 Rate Card

- **Editor:** Paul Willner
- **Associate Editors:** Jack Bergman and David Sanger
- **Frequency:** Published 8 times a year
- **Overview:** *Behavioural Pharmacology* publishes research papers that study the ways in which behavior is affected by any aspect of pharmacology. This encompasses such topics as drug, chemical and hormonal effects on behavior and resultant behavior methods for the study of drug action.
- **Circulation:** 169

- **Mono Rates (effective January 2009):**

**Agency Commission: 15%**

<u>Frequency</u>	<u>Full Page</u>	<u>Half Page</u>	<u>Quarter Page</u>
1x	\$750	\$475	\$295
3x	\$715	\$450	\$270
6x	\$685	\$420	\$245
12x	\$600	\$395	\$215
24x	\$535	\$330	\$175

- **Color (Add to Mono Rate):** Standard Color: \$355 Matched Color: \$475  
3&4 Color: \$860

- **Advertising Sales Representatives:**

**Display:**

Dick Bower and Bill D'Sa  
The Point of Difference Ltd. 4 Chase Side Avenue London SW20 8LU, UK.  
Tel: +44 (0)20 8542 3200.  
Fax: +44 (0)20 8543 3810.  
E-mail: pointofdiff@btinternet.com

**Classified:** Melissa Moody

**Tel:** (800) 269-4339

**Fax:** (410) 528-4452

**E-mail:** melissa.moody@wolterskluwer.com

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- **Mechanical Requirements** (to convert from inches to millimeters please multiply by 25.4)

**TRIM SIZE:** 8 1/8" x 10 7/8"

**PAGE SIZES:**

**Page Size**

Full Page

1/2 Page (Horizontal)

1/2 Page (Vertical)

1/4 Page

**Page Size**

Full Page

1/2 Page (Horizontal)

1/2 Page (Vertical)

**Non-Bleed Size**

7" x 10"

7" x 4 7/8"

3 3/8" x 10"

3 3/8" x 4 7/8"

**Bleed Size**

8 3/8" x 11 3/16"

8 3/8" x 5 1/2"

4 1/4" x 11 3/16"

**Bleed sizes include 1/8" trim from outside, bottom, top and gutter. Keep live matter 1/2" from trim.**

**BINDING:** Notched/Perfect.

**PRINTING:** Offset Lithography.

**HALFTONE SCREEN:** 133-150.

**INSERT REQUIREMENTS:** All inserts must be approved by the publisher. Unusual inserts may require an extra charge for handling

**SUBMISSION OF ADS:** We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF/Acrobat 4.05 & 5.0, made to LWW specifications.

**MEDIA REQUIREMENTS:** ZIP100/250 MB or CD-ROM, PC formatted. **Electronic Transfer:** Internet-FTP.

**Please contact your Advertising Coordinator prior to submitting a file via FTP or email.** • Laser proof must accompany all digital file submissions • Ads must be complete and sized at 100% • Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side) • All fonts and graphics must be embedded • Ads must be saved as high resolution for print publication (600 dpi for images containing pictures and text, 1200 dpi for black & white text) • Four-color solids should not exceed SWOP density of 280%, maximum 300% • Convert all RGB to CMYK • Color ads must be accompanied by SWOP-certified proof (Chromalin/ Matchprint, Kodak Approval Proof, IRIS, etc.) • For additional digital submission information, including distiller options for PDF files, or if you need additional help, please contact your Advertising Coordinator.

- **Addresses**

a) Contracts and insertion orders should be sent to: Point of Difference, 4 Chase Side Avenue, London SW20 8LU, United Kingdom. Tel: +44(0) 20 8542 3200; Fax: +44(0) 20 8543 3810; E-mail: pointofdiff@btinternet.com.

b) Send printing material to: Ms Pembe Sevenel, Advertising Coordinator, Lippincott Williams & Wilkins, (*journal title* \_\_\_\_\_ issue), 250 Waterloo Road, London SE1 8RD, United Kingdom; Phone: +44 (0) 20 7981 0694; Fax: +44 (0) 20 7981 0559; E-mail: pembe.sevenel@wolterskluwer.com.

c) Send all **BOUND-IN** inserts to: Markono Group, (*journal title* \_\_\_\_\_ issue), 21 Neythal Road, Singapore 628586, Singapore, Attn: Cecelia Niu, Phone: (+65) 6281-1118, Fax: (+65) 6286-6663.

d) Send all **LOOSE** inserts to: DAI Rubicon, (*journal title* \_\_\_\_\_ issue), 130 Joo-Seng Road, #05 - 03 Olivine Building, Singapore 368557, Singapore, Attn: Mr Jason Maximo; Phone: +65 62 53 85 56

All insert boxes must have their own separate invoice and be marked with the *journal title and issue date*.

**Sender is responsible for all costs (postage, VAT, fees, etc.) associated with international mail. To ensure proper delivery please fill out all forms correctly. Any packages that are not pre-paid by the sender will be refused. If you have any questions, please contact Point of Difference +44 (0) 20 8542 3200.**