

THE HEARING JOURNAL

THE INDUSTRY'S MOST REQUESTED PUBLICATION

www.thehearingjournal.com

DISPLAY ADVERTISING

Frequency	Full Page	2/3 Page	1/2 Island (Std. A-size)	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	3" mini ad	2" mini ad	1" mini ad
1x	\$5,055	\$3,980	\$3,320	\$3,070	\$2,220	\$1,855	\$1,245	\$1,085	\$670	\$515	\$330
3x	\$4,865	\$3,800	\$3,195	\$2,920	\$2,100	\$1,780	\$1,220	\$1,040	\$665	\$500	\$320
6x	\$4,755	\$3,730	\$3,115	\$2,870	\$2,040	\$1,710	\$1,170	\$990	\$655	\$480	\$300
12x	\$4,050	\$3,150	\$2,625	\$2,445	\$1,795	\$1,545	\$1,015	\$855	\$605	\$430	\$275
18x	\$3,715	\$2,965	\$2,480	\$2,255	\$1,670	\$1,385	\$950	\$820	\$570	\$405	\$255
24x	\$3,565	\$2,790	\$2,325	\$2,060	\$1,530	\$1,350	\$905	\$775	\$535	\$370	\$225
36x	\$3,405	\$2,645	\$2,235	\$1,980	\$1,480	\$1,240	\$855	\$720	\$500	\$345	\$215
48x	\$3,220	\$2,545	\$2,125	\$1,885	\$1,415	\$1,215	\$820	\$700	\$480	\$335	\$190

BRC/Insert Call for more information

Preferred Placement (rate for 12X and up):

Cover 4	Earned rate plus 30%
Cover 3	Earned rate plus 20%
Cover 2	Earned rate plus 20%
Page 1	Earned rate plus 20%
Center spread	Earned rate plus 25%
Opposite Table of Contents	Earned rate plus 15%
Opposite First Text	Earned rate plus 15%
Opposite Editor's page	Earned rate plus 15%
All other guaranteed positions	Earned rate plus 10%

Color:

2nd color	\$605
Extra matched metallic	\$1,165
3rd or 4th color	\$1,665
Extra 5th color	\$710
Bleed	no extra

For more information, contact Jerry Laux at (978)456-4180.

Classified Advertising

Line ads:

40 words or less	\$150.00
Each additional word	\$4.00

Display ads:

1X	\$145 PCI
3X	\$135 PCI each
6X	\$125 PCI each
12X	\$110 PCI each

For more information, contact
Miriam Terron-Elder at (646)674-6538.

The Publisher reserves the right to reject or edit any manuscript received for publication and to reject any advertising deemed unsuitable for The Journal. Acceptance of advertising by The Journal does not constitute endorsement of the advertiser, its products, or services; nor does The Journal make any claims or guarantees as to the accuracy or validity of the advertiser's offer. The opinions expressed by Contributors to The Journal are not necessarily those of the Publisher, editors, staff, or advertisers.

DEADLINES

Display Advertising: Space must be reserved by the 20th of the month, 2 months prior to publication. Call for World Directory issue deadlines. Deadlines are approximate and subject to change. Please call for confirmation.

Classified: Space and materials must be reserved by the 20th of the month, 2 months prior to publication.

PAYMENT & BILLING

Agency Commission: Recognized agencies receive 15% of gross billing provided account is paid in full 30 days from invoice. No commission will be paid on typesetting, tipping, and other production charges.

Production Charges: Any extraordinary production charges incurred for advertisers by the publisher will be charged to the advertiser at the publisher's cost plus 10%.

For more information, contact Jerry Laux (display) or Miriam Terron-Elder (classified).

UNIQUE ADVERTISING OPPORTUNITIES

Journal Minders: A printed insert on heavy stock to be torn out and used as a bookmark. Features company information, meeting locations and dates, with your company logo.

Wall Charts: Patient guidelines in chart form that can be inserted to mail with a publication.

Patient Education Tablets (PETs): A meaningful patient-targeted information tablet with tear-out sheets packaged within a folder.

(continued on the other side)

MECHANICAL REQUIREMENTS

The *Hearing Journal* is printed via offset web on 40# coated stock with an 80# coated cover. Please allow 1/4" for safety.

Final trim size: 7 3/4" x 10 3/4". **NEW SIZE**

Sizes	Horizontal		Vertical	
	Width	Height	Width	Height
Full page	n/a	n/a	7"	9 3/4"
Full page bleed*	n/a	n/a	8"	11"
2/3 page	n/a	n/a	4 3/8"	9 3/4"
1/2 page island	n/a	n/a	4 3/8"	7 1/4"
1/2 page regular	7"	4 3/4"	3 3/8"	9 3/4"
1/3 page	4 3/8"	4 3/4"	2"	9 3/4"
1/4 page	7"	2 3/8"	3 3/8"	4 3/4"
1/6 page	4 3/8"	2 3/8"	2"	4 3/4"
1/8 page	3 3/8"	2 1/4"	2"	3 1/2"

*For bleed, add 1/8" all around to final trim size.

REPRODUCTION REQUIREMENTS

Electronic Files:

- ◆ Preferred format: PDF (preferably PDFx1A).
- ◆ Platform: Macintosh.
- ◆ Graphic files: QuarkXpress and Adobe Illustrator or Photoshop files with all support files including fonts.
- ◆ Save as EPS, TIFF, or PDF. CMYK format only. Images at 300 DPI; line art at 1200 DPI.
- ◆ PDF files: No RGB files; No OPI; No ICC profiles, please.
- ◆ Fonts: Use Type 1 Adobe fonts; TrueType fonts are not acceptable.
- ◆ Proofs: Color ads must be accompanied by a digital color proof such as a Kodak Approval or other SWOP certified proof; hard copy proof for B/W. LWW assumes no responsibility for final printing of the ad in the event that a quality color proof is not provided.

CONTACTS

Advertising Sales Mailing List Rentals

Jerry Laux
86 Brown Road • Harvard, MA 01451
(978) 456-4180 • Fax: (978) 456-3159
E-mail: jerry.laux@wolterskluwer.com

Manager of Advertising Sales

Martha McGarity
333 Seventh Avenue • New York, NY 10001
(646) 674-6535 • Fax: (646) 674-6502
E-mail: martha.mcgarity@wolterskluwer.com

Classified Advertising

Miriam Terron-Elder
Lippincott Williams & Wilkins
333 Seventh Avenue • New York, NY 10001
(646) 674-6538 • Fax: (646) 674-6500
E-mail: miriam.elder@wolterskluwer.com

Editor-in-Chief

David H. Kirkwood
108 E. 96th St. • Suite 16C • New York, NY 10128
(212) 784-1145 • Fax: (212) 784-1149
E-mail: david.kirkwood@wolterskluwer.com

Corporate Office

Lippincott Williams & Wilkins
333 Seventh Avenue • New York, NY 10001
(800) 950-2035 • Fax: (646) 674-6500
Website: www.thehearingjournal.com

Circulation Manager

Deborah Benward
E-mail: deb.benward@wolterskluwer.com

Reproduction Materials

Lippincott Williams & Wilkins
ATTN: *The Hearing Journal*, Nick Strickland
333 Seventh Avenue • New York, NY 10001
(646) 674-6539
E-mail: nick.strickland@wolterskluwer.com

Inserts

RR Donnelley
121 Matthews Drive • Senatobia, MS 38668
Attn: Marcia Smith

Advertising Sales Director

Mike Guire

Senior Publisher

Marcia Serepy

Associate Director of Production

Barbara Nakahara
barbara.nakahara@wolterskluwer.com

Desktop Manager

Peter Castro

Art Director

Monica Dyba

Production Associate

Nick Strickland

Editorial Assistant

Brandi Victorian

Group Editor

Serena Stockwell