

Wolters Kluwer Health |  
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## CURRENT Sports Medicine reports

The Official Clinician Review Journal of the  
American College of Sports Medicine

[www.acsm-csmr.org](http://www.acsm-csmr.org)



[www.acsm.com](http://www.acsm.com)

Published by **Lippincott Williams & Wilkins** • 351 W. Camden Street, Baltimore, MD 21201-2436

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**Classified Sales Representative:** Carol Miranda • Phone: (717) 235-9596 • Fax: (717) 227-1343 • E-mail: [miranda@ad-rep.com](mailto:miranda@ad-rep.com)

### **i** GENERAL INFORMATION

#### 1. ISSUANCE:

Frequency: Bimonthly

(January/February, March/April, May/June, July/August, September/October, November/December).

Mail class, mailing cover: periodical postage.

#### 2. ESTABLISHED: 2001.

**3. ORGANIZATION AFFILIATION:** Official Clinician Review Journal of the American College of Sports Medicine (ACSM).

**4. SPECIAL ISSUES:** March/April, ACSM's Health & Fitness Summit & Exposition, and May/June, ACSM's Annual Meeting.

#### 5. EDITORIAL:

*Current Sports Medicine Reports* is an official ACSM journal dedicated to the physician's unique information needs. Editor-in-Chief Robert E. Sallis, M.D., FACSM, divides the field of sports medicine into 12 major categories. Each issue covers two areas in depth, providing a thorough review of the most current sports medicine literature published.

#### 6. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to approval by Editor. New copy to be received by the Publisher two weeks before closing date.

#### 7. PLACEMENT POLICY OF ADVERTISING:

Precedes and follows editorial section.

#### 8. SERVICE TO ADVERTISERS:

**Availability of Reprints:** Address all inquiries to Kimberly Chek, Phone: (410) 528-4227; Fax: (410) 528-4264; E-mail: [kimberly.chek@wolterskluwer.com](mailto:kimberly.chek@wolterskluwer.com)

#### 9. ONLINE ADVERTISING OPPORTUNITIES:

Advertising on the myLWW eJournal Network provides efficient exposure to your target audience. Contact your advertising sales representative about myLWW eJournal Network or visit <http://www.lww.com/advertisingonline> for more information.

#### 10. STAFF:

**Editor:** Robert E. Sallis, M.D., FACSM

**Publisher:** Michael Hargrett

**Advertising Sales Representative:** Christine Kenney, Phone: (410) 528-4106; Fax: (410) 558-6850 E-mail: [christine.kenney@wolterskluwer.com](mailto:christine.kenney@wolterskluwer.com)

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#### Production Associate: Joanne Stato,

Phone: (410) 528-4283; Fax: (410) 558-6845

E-mail: [joanne.stato@wolterskluwer.com](mailto:joanne.stato@wolterskluwer.com)

#### Advertisers outside of the U.S. and Canada contact:

The Point of Difference, Phone: +44 (0)20 8542 3200,

Fax: +44 (0)20 8543 3810; E-mail: [pointofdiff@btinternet.com](mailto:pointofdiff@btinternet.com)

### **C** CIRCULATION

**11. CIRCULATION:** Print: 250; Electronic: 4,000.

**12. MARKET:** Sports Medicine Specialists and Internal Medicine Specialists.

### **\$** RATES

#### 13. RATES: (Effective January 2009).

Frequency	1 Page	1/2 Page	1/4 Page	1/8 Page	Spread/B/W
1 x	\$1,035	\$810	\$665	\$515	\$1,940
3 x	995	780	570	480	1,680
6 x	860	670	550	370	1,615
12 x	840	650	535	350	1,575
18 x	815	625	520	330	1,530

#### 14. COLOR: Per Page or Fraction

Standard Color:	\$630
Matched Color:	\$690
3-color, 4-color:	\$1,320

#### 15. CLOSING DATE FOR SPACE:

Issue	Space Reservation	Ad Materials	Inserts Due
Jan./Feb.	12/14	12/27	1/04
March/Apr.	2/12	2/22	2/29
May/June	4/16	4/25	5/02
July/Aug.	6/10	6/19	6/26
Sept./Oct.	8/12	8/21	8/28
Nov./Dec.	10/15	10/24	10/31

Cancellations cannot be accepted after space reservation date. Publication set copy, one week before closing date for space. Contact Advertising Sales Representative for classified advertising closing dates and rates.

#### 16. COVER AND PREFERRED POSITION RATES:

(non-cancelable, 10% penalty applied).

- 2nd Cover:** earned rate plus 35%
- 3rd Cover:** earned rate plus 25%
- 4th Cover:** earned rate plus 50%
- Page Facing 2nd Cover:** earned rate plus 25%
- Page Facing First Text:** earned rate plus 25%
- Page Facing Contents:** earned rate plus 25%
- Page Facing Editorial:** earned rate plus 25%

Visit [www.lww.com/advertising](http://www.lww.com/advertising)

**17. CORPORATE RATE PROGRAM:**

LWW is pleased to offer a corporate discount that is based on prior year spending level. Discount structures and spending levels are as follows:

This discount is guaranteed for the calendar year and will be deducted off gross cost for each invoice. In the event that advertising dollars surpass the prior year's level, discounts will be prorated to reflect the increase for the current year. Each level must be achieved in its full face value for the corresponding discount to apply.

Prior Year Spending Level	Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%
\$2,000,000	5.5%
\$2,500,000*	7.0%

\*An additional 0.25% discount will be offered for each additional \$250,000 achieved past the \$2.5 million dollar mark.

**18. INSERTS:**

- a. **2-Page:** 2.5 times earned B/W page rate.
- b. **4-Page:** 4.5 times earned B/W page rate.
- c. **6-Page:** 6.5 times earned B/W page rate.
- d. **Back-Up Rates Per Page:** one-half earned B/W rate.
- e. **Larger units, gate-folds, tip-ins, die cuts:** rates upon request.
- f. **Special handling charges, etc.:** for unusual insert handling, rates upon request.
- g. **Business Reply Cards:** earned B/W rate.
- h. **Larger Size Business Reply Cards:** 2 times earned B/W rate.

**19. UNIQUE ADVERTISING OPPORTUNITIES:**  
Journal Minder®, Belly Bands and Wall Charts. Rates upon request.

**20. SPECIAL POSITIONING:**

Rates upon request for unusual positioning.

**21. AGENCY COMMISSION:** 15%.

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

**22.** Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.



**MECHANICAL REQUIREMENTS**

**23. JOURNAL TRIM SIZE:**

- a. Journal trims 3/16" off top, 1/8" bottom, gutter and outside edge.
- b. **Final trim size of publication is 8 1/8" x 10 7/8".**
- c. Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

**24. AD PAGE SIZES:**

Page Size	NON-BLEED		BLEED	
	Width	Height	Width	Height
Full Page	7" x	10"	8 3/8" x	11 1/8"
1/2 Page (Horizontal)	7" x	5"	8 3/8" x	5 1/2"
1/2 Page (Vertical)	3 1/2" x	10"	4 1/4" x	11 1/8"
1/4 Page	3 1/2" x	5"		

**25. TYPE OF BINDING:** Perfect.

**26. SUBMISSION OF ADS:**

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is: PDF/X1-a: Adobe Acrobat 6.0 + up. **Media Requirements:** CDROM. **Electronic Transfer:** Internet, FTP. *Please contact your Production Associate 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% (Confirm final trim size of journal) • Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side) • All fonts and graphics must be embedded; Type 1 fonts are recommended • Ads must be saved as high resolution for print publication (Between 266 and 400 dpi for images containing pictures and text, 900-1200 dpi for black & white text) • Four-color solids should not exceed SWOP density of 280%; maximum density of 300%. • Convert all RGB to CMYK • Color ads must be accompanied by SWOP-certified proof (Kodak Approval, IRIS, etc.) • **For additional digital submission information, including distiller options for PDF files, please visit our web site at:** <http://www.lww.com/resources/advertisers/guidelines.html>

If you need additional help or have a question not covered, refer to <http://www.ddap.org> (**Digital Distribution of Advertising for Publications**) for more information on digital ad file preparation and submission.

**27. PAPER STOCK:**

- a. Inside Pages and Covers: Coated.
- b. 4/Color Process Available.

**28. INSERT REQUIREMENTS:**

- a. **Sizes:** 2 page insert – 8 3/8" x 11 1/8"   
 4 page insert – 8 3/8" x 11 1/8"   
 Larger sizes upon request.
- b. Inserts to be supplied folded.
- c. **Trimming:** 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert.
- d. **Stock:** 70 lb. minimum, 100 lb. text maximum.
- e. **Quantity:** Consult Production Associate.
- f. **Copy Clearance:** All inserts subject to approval by Editor. Copy should be supplied to Ad Production Department prior to printing inserts. Allow three weeks for approval.

**29. BUSINESS REPLY CARD REQUIREMENTS:**

A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the Production Associate for minimum and maximum sizes, paper stock, and binding requirements.

**30. ADDRESSES:**

- a. Insertion orders and contacts should be sent to: Christine Kenney, *Current Sports Medicine Reports* (Month), 351 W. Camden Street, Baltimore, MD 21201-2436. Phone: (410) 528-4106; Fax: (410) 558-6850 E-mail: [christine.kenney@wolterskluwer.com](mailto:christine.kenney@wolterskluwer.com)
- b. All printing materials should be sent to: Joanne Stato, *Current Sports Medicine Reports* (Month), 351 W. Camden Street, Baltimore, MD 21201-2436. Phone: (410) 528-4283; Fax: (410) 558-6845; E-mail: [joanne.stato@wolterskluwer.com](mailto:joanne.stato@wolterskluwer.com)
- c. Send all inserts to: Cadmus Communications, *Current Sports Medicine Reports* (Month and Quantity), 500 Cadmus Lane, Easton, MD 21601, Attn: Terry Connor, Phone: (800) 257-7792 ext. 3987; E-mail: [connert@cadmus.com](mailto:connert@cadmus.com)

