

Wolters Kluwer Health |
Lippincott
Williams & Wilkins

Diagnostic Molecular Pathology

www.molecularpathology.com

Published by **Lippincott Williams & Wilkins** • 530 Walnut Street • Philadelphia, PA 19106-3621

National Sales Manager: Sherry Reed • Phone (410) 528-8553 • E-fax (410) 558-6851 • E-mail sherry.reed@wolterskluwer.com

Senior Classified Sales Representative: Ronna Ekhouse • Phone (215) 521-8404 • Fax (215) 689-2453 • E-mail ronna.ekhouse@wolterskluwer.com

i GENERAL INFORMATION

1. **ISSUANCE:**
 - a. Frequency: Quarterly.
 - b. Issues published: March, June, Sept., and Dec.
 - c. Mail date: Feb. 25th for March issue, May 26th for June issue, Aug. 25th for Sept. issue, and Nov. 25th for Dec. issue.

2. **ESTABLISHED:** 1991.

3. **EDITORIAL:**

Diagnostic Molecular Pathology features practical reports on the use of molecular techniques for more accurate diagnosis and improved treatment recommendations in surgical pathology. It provides original, peer-reviewed contributions on the newest techniques including the polymerase chain reaction; *in situ* hybridization; Southern blot analysis; Northern blot analysis; oligonucleotides, ribroprobes and cDNA; pf synthetic peptides, tumor suppressor genes; and oncogenes.

4. **SPECIAL ISSUES:**

The prior year's December issue will have bonus distribution at the U.S./Canadian Academy of Pathology meeting. The September issue will have bonus distribution at the ASCP/CAP meeting.

5. **REQUIREMENT FOR ACCEPTANCE OF ADVERTISING:**

All advertising copy is subject to the approval of the Publisher and Editor(s).

6. **PLACEMENT POLICY OF ADVERTISING:**

Precedes and follows editorial section and appears on covers.

7. **SERVICE TO ADVERTISERS:**

- a. All requests for limited use or copying of editorial material must be submitted to the Publisher for permission.
- b. Availability of reprints: address all inquiries to Kimberly Chek, Phone: (410) 528-4227, E-mail kimberly.chek@wolterskluwer.com.

8. **STAFF:**

Editor-in-Chief: Mark H. Stoler, MD

Publisher: Kevin Anderer

National Sales Manager: Sherry Reed

Phone: (410) 528-8553, E-fax: (410) 558-6851,

E-mail: sherry.reed@wolterskluwer.com

Senior Classified Sales Representative: Ronna Ekhouse

Phone: (215) 521-8404, Fax: (215) 689-2453,

E-mail: ronna.ekhouse@wolterskluwer.com

Production Associate: Debbie Zipp, Phone: (410) 528-4465,

Fax: (410) 451-8147, E-mail: debbie.zipp@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

C CIRCULATION

9. **CIRCULATION:** 564.

10. **MARKET:**

Clinical and academic pathologists, surgical pathologists, laboratory managers and supervisors, pathology residents, researchers, institutions and other professionals with an interest in this field.

\$ RATES

11. **CLOSING DATE FOR SPACE:**

a. Reservations: 23rd of second month preceding month of issue: 1/23/09 for March issue; 4/23/09 for June; 7/23/09 for September; 10/23/09 for December.

b. Cancellations: Not accepted after closing date.

c. Typesetting: Allow 2 extra weeks.

d. Contact Classified Sales Representative for classified advertising closing dates and rates.

12. **AGENCY COMMISSION:** 15%.

13. **RATES:** (Effective January 2009, Vol. 18).

| Frequency | 1 Page | 1/2 Page | 1/4 Page | 1/8 Page |
|-----------|---------|----------|----------|----------|
| 1 x | \$1,250 | \$925 | \$590 | \$410 |
| 4 x | 1,230 | 885 | 555 | 360 |
| 8 x | 1,180 | 850 | 520 | 335 |
| 12 x | 1,140 | 815 | 490 | 310 |
| 16 x | 1,100 | 790 | 465 | 280 |
| 24 x | 1,075 | 765 | 445 | 270 |
| 36 x | 1,050 | 745 | 420 | 260 |
| 48 x | 1,025 | 730 | 400 | 245 |

14. **EARNED RATES:**

Earned page rate is determined by the number of insertions per year.

15. **COLOR:**

| | Per Page or Fraction |
|--------------------|----------------------|
| One Color Process: | \$695 |
| PMS Color: | \$765 |
| 3-color, 4-color: | \$1,335 |

Full color charges also apply to fractional pages.

16. **TYPESETTING CHARGES:**

10% of earned black and white rate.

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:

| 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% |

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.

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

18. INSERTS:

Insert quantity: 900 per issue

- a. 2-page insert: 2.5 times earned b/w page rate.
- b. 4-page insert: 4.5 times earned b/w page rate.
- c. 8-page insert: 8.5 times earned b/w page rate.

19. 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.

20. COVER AND PREFERRED POSITION RATES:

Premium over earned b/w page rate. Non-cancelable, 10% penalty applied.

- a. Premium positioning not guaranteed with inserts.
- b. Second cover: 35%

Facing page at no premium but must run as a spread.

- c. Third cover: 20%
- d. Fourth cover: 50%
- e. Page opposite Table of Contents: 20%
- f. Page opposite Masthead: 15%

Consult Lippincott Williams & Wilkins for availability of all positions.

h. A service charge will be rendered for special printer services or unusual inserts which cause bindery slow-downs or incur additional printer charges. All such requests must be submitted prior to printing for approval. Consult your Advertising Sales Representative for rates and more information.

25. PAPER STOCK:

Inside pages: 45 lb. Liberty Gloss.

Covers: 8 point, coated two sides.

4-color: 45 lb. Liberty Gloss.

26. TYPE OF BINDING: Perfect.

27. 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:** CD-ROM. Electronic Transfer: Internet, FTP. Please contact your Production Associate prior to submitting a file via FTP or e-mail • Supply as single page files only • 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.) • We will print to the density provided in the PDF file whether a proof is provided or not • Any low-resolution PDF files NOT intended for print should be clearly marked as FPO on the file submitted • **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.

28. CLOSING DATES—MECHANICAL:

Complete reproduction material due 5 weeks in advance of 1st of publication monthly: 1/29/09 for March issue; 4/29/09 for June issue; 7/29/09 for September issue; 10/29/09 for December issue.

29. DISPOSITION OF REPRODUCTION MATERIAL:

Negatives are held for one year after date of last insertion and then destroyed, unless other disposition is required. Excess inserts will not be held after binding unless requested in writing.

30. ADDRESSES:

a. Contracts and insertion orders should be sent to: Lippincott Williams & Wilkins (*Diagnostic Molecular Pathology* ____ issue), 351 W. Camden Street, Baltimore, MD 21201-2436, Attn: Sherry Reed, Phone: (410) 528-8553, E-fax: (410) 558-6851, E-mail: sherry.reed@wolterskluwer.com.

b. Send all printing materials to: Lippincott Williams & Wilkins (*Diagnostic Molecular Pathology* ____ issue), 351 West Camden Street, Baltimore, MD 21201-2436, Attn: Debbie Zipp, Phone: (410) 528-4465, Fax: (410) 451-8147, E-mail: debbie.zipp@wolterskluwer.com

c. Send inserts to: Cadmus Professional Communications (*Diagnostic Molecular Pathology* ____ issue), 3575 Hempland Road, Lancaster, PA 17601. Attn.: Ken Fry, Phone: (717) 285-6828; Fax: (717) 285-7261.



MECHANICAL REQUIREMENTS

21. JOURNAL TRIM SIZE: 7³/₄" x 10³/₄"

22. PAGE SIZES—NON-BLEED:

| | Vertical | Horizontal |
|-----------|---|---|
| Full Page | 6 ¹ / ₂ " x 9 ³ / ₄ " | |
| 1/2 Page | 3 ¹ / ₄ " x 9 ³ / ₄ " | 6 ¹ / ₂ " x 4 ⁷ / ₈ " |
| 1/4 Page | 3 ¹ / ₄ " x 4 ⁷ / ₈ " | |
| 1/8 Page | 1 ¹ / ₄ " x 4 ⁷ / ₈ " | 3" x 1 ⁷ / ₈ " |

23. BLEED SIZE:

- a. Plate size: 8" x 11"
 - b. Two facing pages: 16" x 11"
- Keep live matter 1/2" from trim.

24. INSERT AND BRM REQUIREMENTS:

- a. All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded.
- b. BRMs: 4¹/₄" x 6" minimum, allow 1/8" head and gutter trim and 3/8" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock .007.
- c. Sample of insert must be submitted to your Advertising Sales Representative for approval.
- d. Carton packing preferred. Publication, quantity and date must be clearly indicated.
- e. Two-page insert: 8" x 11"
Four-page insert: 16" x 11" (before folding)
Keep live matter 1/2" from trim.
- f. Stock weight: Maximum 80 lb. coated.
- g. Quantity and closing date: Consult your Advertising Sales Representative.

