

Lippincott  
Williams & Wilkins



# SOUTHERN MEDICAL JOURNAL

A Publication Committed to Interdisciplinary Disease Management

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

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## GENERAL INFORMATION

- ISSUANCE:** Monthly.
  - Mailed the second week of the month.
  - Mailed on a Periodicals Permit.
- ORGANIZATION AFFILIATION:**
  - Official Publication of the Southern Medical Association.
  - Established in 1906.
- EDITORIAL:**
  - Original Manuscripts Only. Includes Featured CME Topics, Editorials, Original Articles, Review Articles, Case Reports, Patient's Page, Medical Webwatch, Letters to the Editor, Book Reviews, Special Reports, and Announcements.
  - Average Articles Per Issue: 25.
  - Average Length of Articles: 4 pages.
  - 95% of Articles Submitted, 5% of Articles Solicited.
  - All Articles Are Peer Reviewed by Two Referees with Expertise in the Field.
  - Editorial-Advertising Ratio (latest 6-month average) is 80% Editorial to 20% Advertising.
- SPECIAL ISSUES:**
  - October includes Annual Scientific Assembly Abstracts.
  - October is distributed to attendees of SMA's Annual Scientific Assembly.

### 5. SERVICES TO ADVERTISERS:

**Editorial Reprints**—contact Kelle Ramsay, Phone: (954) 566-9428; E-mail: [kelle.ramsay@wolterskluwer.com](mailto:kelle.ramsay@wolterskluwer.com)

### 6. AD PLACEMENT POLICY:

All ads Run of Book except on guaranteed premium positions.

### 7. STAFF:

**Editor**—Ronald C. Hamdy, MD, FACP, FRCP

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E-mail: [vernetta.wilson@wolterskluwer.com](mailto:vernetta.wilson@wolterskluwer.com);  
Fax: (433) 451-8149

### 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)

## CIRCULATION

8. **CIRCULATION:** 7,057.

## RATES

### 9. CALCULATION OF EARNED RATES:

- Rates are based on frequency (total number of pages).
- Space purchased by a parent and subsidiary is combined for accounting of earned rates.
- All advertising reconciled on a Calendar year—UPON PRIOR WRITTEN REQUEST, advertising can be reconciled on a fiscal year.
- Rate adjustment must be received 30 days prior to affected billing month.

10. **AGENCY COMMISSION:** 15%.

11. **RATES:** (Effective January 2009, Vol. 102).

Frequency	1 Page	1/2 Page	1/4 Page
1 x	\$3,940	\$2,405	\$1,395
6 x	\$3,710	\$2,215	\$1,340
12 x	\$3,540	\$2,095	\$1,275
24 x	\$3,290	\$2,005	\$1,215
36 x	\$3,085	\$1,860	\$1,170
48 x	\$2,890	\$1,750	\$1,115
60 x	\$2,775	\$1,645	\$1,035
72 x	\$2,670	\$1,545	\$990

### 12. 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.

**13. 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.

**14. INSERTION ORDERS/SPACE COMMITMENT:**

The deadline for insertion orders is the first of the month prior to publication; i.e. January 1 for February publication.

**15. MATERIALS:**

Film must be received by the tenth of the month prior to the month of publication; i.e. January 10 for February publication.

**16. COLOR RATES: (Per Page or Fraction)**

Matched Color:	\$985
Metallic Color:	\$2,340
3 and 4 Color:	\$3,325
5 Color:	\$3,165

**17. INSERTS:**

- a. 2-page: 2.5 times earned b/w page rate.
- b. 4-page: 4.5 times earned b/w page rate.

**18. PREMIUM POSITIONS:**

Inside Front Cover (C2).....	25% over bw rate
Outside Back Cover (C4) .....	50% over bw rate
Opposite TOC.....	15% over bw rate

19. Publisher reserves the 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**

**20. JOURNAL TRIM SIZE:** 7 3/4" x 10 3/4"

**21. PAGE SIZES — NON-BLEED:**

Page size	Dimensions
1 page	6 7/8 x 10 1/8 "
1/2 page (H)	6 7/8 x 4 7/8 "
1/2 page (V)	3 1/8 x 10 1/8 "
1/4 page	3 1/8 x 4 7/8 "

**BLEED SIZES:**

Page size	Dimensions
1 page	8 x 11 1/16 "
1/2 page (H)	8 x 5 7/16 "
1/2 page (V)	3 7/8 x 11 1/16 "
1/4 page	3 7/8 x 5 7/16 "

**22. TYPE OF BINDING:** Perfect. Jogs to head; Trims 1/8 inch all around.

**23. PAPER STOCK:** 80# sterling on covers; 45# coated on inside pages (advertising & editorial).

**24. 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.)
- 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.

**25. INSERT AND BRC REQUIREMENTS:**

- a. 8 3/8" x 11 1/8" to trim to 8 1/8" x 10 7/8".
- b. Stock weights not to exceed 100 lb book.
- c. 25,000 quantity (includes spoilage). See #26 below for printer address to ship furnished inserts. Carton label must contain Journal name, month of issue, and quantity. Unless otherwise instructed all leftover inserts will be destroyed immediately following month of issue.

**26. DISPOSITION OF REPRODUCTION MATERIAL:**

All materials destroyed one year from last insertion unless otherwise instructed. Unless otherwise instructed all leftover inserts will be destroyed immediately following month of issue.

**27. ADDRESSES:**

- a. Contracts and insertion orders should be sent to: Chris Ploppert, Lippincott Williams & Wilkins, (*Southern Medical Journal* \_\_\_\_ issue), 530 Walnut Street, Philadelphia, PA 19106, Phone: (215) 521-8429; Fax: (215) 827-5809; E-mail: christopher.ploppert@wolterskluwer.com
- b. Send materials to: Vernetta Wilson, (*Southern Medical Journal* \_\_\_\_ issue), 351 W. Camden Street, Baltimore, MD 21201-2436. Phone: (410) 528-4395, Fax: (433) 451-8149, E-mail: vernetta.wilson@wolterskluwer.com.
- c. Send inserts to: Cadmus Professional Communications (*Southern Medical Journal* \_\_\_\_ issue), 3575 Hempland Road, Lancaster, PA 17601. Attn. Randy Bowman.