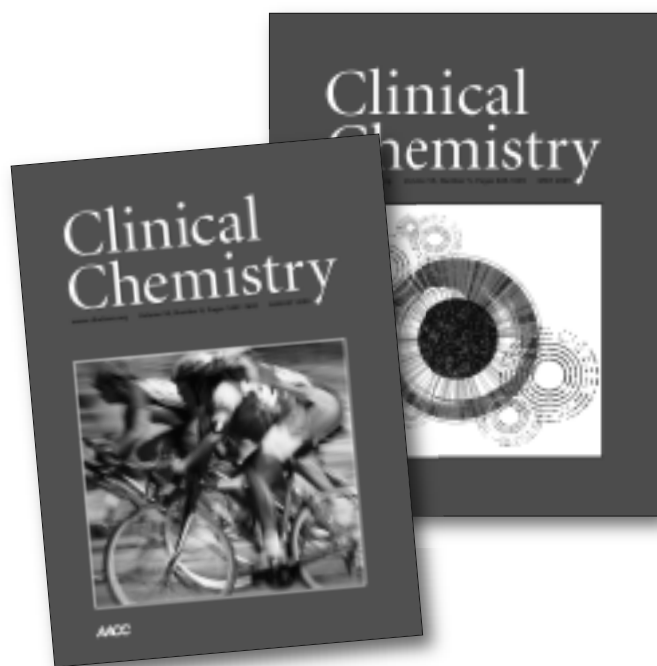


The 1# Cited Journal Clinical Chemistry

Rate and Data Card No. 50 • Effective January 1, 2010



GENERAL INFORMATION

Advertising Representative

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Scherago International, Inc.
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Publishing Offices

Published monthly by AACC.
1850 K Street, NW, Suite 625
Washington, DC 20006
Publisher: Mac Fancher
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Fax: (202) 833-4568
Internet: www.aacc.org

Editor: Nader Rifai, PhD

AACC
1850 K Street, NW, Suite 625
Washington, DC 20006

CIRCULATION

Established: 1955 by AACC
Circulation: 9,277 (August 2009)
Guaranteed circulation: 9,000

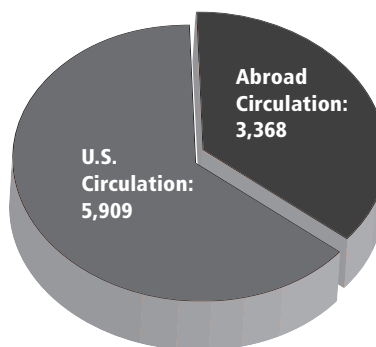
Territorial Distribution

New England	.550
Middle Atlantic	.1,165
East North Central	.852
West North Central	.362
South Atlantic	.924
East South Central	.248
West South Central	.346
Mountain States	.284
Pacific States	.1,178
*International	.3,368
Total	.9,277

*Includes U.S. Territories

Paid International Circulation Breakdown by Region

Canada	.402
Central America	.21
South America	.114
Atlantic Islands & Caribbean	.32
South Pacific	.186
Europe	.1,858
Africa	.74
Asia	.561
Middle East	.120



The abroad advertising demographic edition circulates only outside the United States to *Clinical Chemistry's* 3,368 international subscribers.

SPECIAL ISSUES

January: Special Issue – Proteomics
 June: AACC Annual Meeting Abstracts Supplement
 July: AACC Annual Awards Announcement
 October: Oak Ridge Poster Abstracts

ADVERTISING RATES

(NOTE: Frequency in Clinical Chemistry, the Clinical Chemistry Abroad demographic edition, and Clinical Laboratory News combines to earn a total frequency discount for all publications.)

CLINICAL CHEMISTRY FULL-RUN, BLACK AND WHITE RATES

	1-5x	6-11x	12-23x	24-47x
1 page	\$2,495	\$2,415	\$2,310	\$2,265
2/3 page	1,995	1,895	1,810	1,800
1/2 page	1,895	1,810	1,770	1,740
1/3 page	1,650	1,615	1,560	1,535
1/4page	1,505	1,495	1,485	1,465

*The Abstracts Supplement to Clinical Chemistry will be a separate issue from June CCJ.

EARNED RATES

Rates based on number of insertions used within one calendar year, regardless of size. Space purchased by a parent company and subsidiaries is combined for accounting of earned rate.

COLOR (Over earned black and white rates)

Two-color rate (black plus 1 process color)	\$.460
Three-color rate (black plus 2 process colors)	\$.765
Four-color rate (black plus 3 process colors)	\$1,155
Matched color	\$.625
Fifth color rate	(Upon request)

COVER AND PREFERRED POSITION RATES

(Over earned black and white page rates)

2 nd cover	\$.440
3 rd cover	\$.335
4 th cover	\$.775
Facing 2 nd cover	\$.320
Facing 3 rd cover	\$.295
Facing Table of Contents	\$.490
Facing First Text	\$.450

CLINICAL CHEMISTRY ABROAD BLACK AND WHITE RATES

	1-5x	6-11x	12-23x	24-47x
1 page	\$1,785	\$1,690	\$1,610	\$1,535
2-color (black plus 1 process color)	\$.505 extra			
3-color (black plus 2 process colors)	\$.515 extra			
4-color (black plus 3 process colors)	\$.675 extra			

These ads are placed in a special section of the issue. Only full pages are accepted. Call your Scherago International account manager for insert pricing.

SPECIAL POSITIONING

When an advertiser requests a certain position, it will be considered “preferred” and charged at the B&W rate plus a 10% premium. For consecutive page ads (when available), contact Scherago International Traffic Department.

Agency commission: 15% if paid within 60 days.

Cash Discount: 2%, 10 days, net 30 days.

Bleed: No charges if suitable mechanicals are supplied.

INSERTS

All inserts must be submitted for approval to Scherago International Traffic Department.

One page (single leaf): Two times earned page rate. Insertion and production fees may apply. Contact Scherago International Traffic Department.

Four Page: Four times earned page rate less 10%

For other insert, outsert, or wall chart formats, contact Scherago International Traffic Department.

CLOSING DATES FOR SPACE

Reservations: 1st of month preceding month of issue.

Insertion orders & materials: 5th of month preceding month of issue.

Cancellations: Must be received in writing the first of month preceding month of issue.

MISCELLANEOUS

All contracts and advertising are subject to Publisher’s approval.

INQUIRIES

Contracts: Clinical Chemistry
 Scherago International, 525 Washington Blvd., Suite 3310, Jersey City, NJ 07310

INSERTION ORDERS

Same as above

DIGITAL AD SUBMISSIONS

Same as above

MATERIAL

Same as above

INSERTS

Traffic Department, Scherago International

FOR FURTHER INFORMATION

Contact the Traffic Department at Scherago International at (201) 653-4777 ext. 16; Fax (201) 653-5705
www.scherago.com/aacc

MECHANICAL SPECIFICATIONS

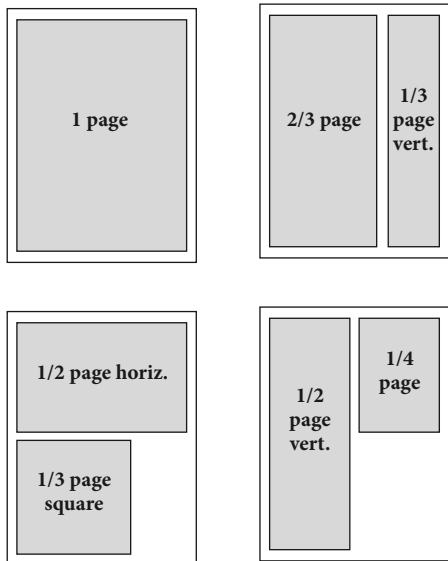
Trim size of publication: 8 1/8" (206.38mm) x 10 7/8" (276.23mm)
 Keep live matter 1/4" (6.4mm) from all trim.

Page Unit	WIDTH		DEPTH	
	Inches	MM	Inches	MM
1 page				
Trim size	7	178	10	254
Bleed Size	8 3/8	212.73	11 1/8	82.58
Gutter bleed	7 5/8	194	10 7/8	276
2/3 page				
Trim size	4 9/16	116	10	254
Bleed size	5 1/2	140	11 1/8	283
1/2 page horizontal				
Trim size	7	178	4 7/8	124
Bleed size	8 1/4	210	5 9/16	141
1/2 page vertical				
Trim Size	3 3/8	86	10	254
Bleed size	4 3/16	106	11 1/8	283
1/3 page vertical				
Trim size	2 3/16	56	10	254
Bleed size	3 1/8	79	11 1/8	283
1/3 page square				
Trim size	4 9/16	116	4 7/8	124
Bleed size	5 1/2	140	5 5/8	143
1/4 page				
Trim size	3 3/8	86	4 7/8	124
Bleed size	4 3/16	106	5 9/16	141

Paper stock: Inside pages – 40lb. Dependoweb Gloss
 Covers – 8pt. Cadmus Gloss Cover

Type of binding: Perfect binding

Halftone screens: 133 line screen (maximum)



REPRODUCTION REQUIREMENTS

Digital File Requirements

Please note that digital files are preferred over film.

- Only TIFF, EPS, or PDF files are accepted.
- The minimum requirement for resolution in raster files are 1200 DPI/PPI for monochrome, 300 DPI/PPI for halftones (CMYK/Grayscale), and 600 DPI/PPI for combination halftones.
- All digital art submitted must be bitmap (monochrome), grayscale, or CMYK. RGB is not acceptable for print.
- All graphics should be submitted at their actual size; that is, they should be 100% of their print dimensions so that no scaling is necessary. Crop figures (or change the page size of your document) so that no unnecessary white space is left bordering the figure.
- We support the use of the following Type 1 PostScript fonts for the creation of digital art figures: European PI, Helvetica, Mathematical, PI, Times Roman, Arial, and Symbol.
- All files must be accompanied by a digital color proof imaged directly from the submitted file.
- Files can be delivered as 3.5" diskettes (Mac/Win), CD-ROM (Mac/Win), Iomega Zip Disk (Mac/Win), or Imation SuperDisk 120MB (Mac). If compressed, use PKSIP or WINZIP for Windows, StuffIt for Macintosh, or any self-extracting compression software.

No adjustments will be made to files, incorrect materials will be returned for correction.

For detailed instructions on creating and submitting digital files, visit the website <http://art.cadmus.com/da/index.jsp>

CLOSING DATE – MECHANICALS

Complete materials: 5th of every month preceding month of issue.

Inserts: Must arrive at the printer no later than the 15th of the month preceding publication.

Disposition of film: Held one year, and then destroyed unless otherwise instructed.

INSERT REQUIREMENTS (Under Size Not Accepted)

2-page inserts: 8 5/8" (219 mm) x 11 3/8" (289mm).

4-page inserts: 17 1/4" (438mm) x 11 3/8" (289mm).

Trimming: Live matter specifications, allow 1/4" (6.4mm) on all trim edges.

Stock weights acceptable: Maximum weight is 100# book, or not thicker than .0625" (1.6mm).

Quantity: Contact Scherago International Traffic Department.

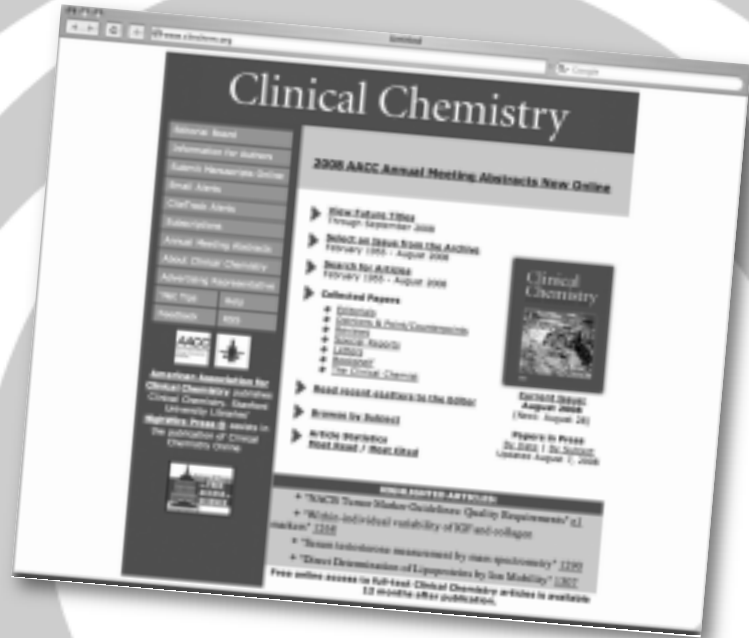
Closing date for inserts: Must arrive at the printer no later than the 15th of the month preceding publication.

Shipping instructions: Clearly label insert packaging with the publication name, issue date, quantity, and name of advertiser.

Shipping address for inserts: Contact Scherago International Traffic Department.

ADVERTISE ONLINE!

Reach over 158,000 unique
IP addresses a month!
Clinical Chemistry has over
196,000 visits per month.



CLINICAL CHEMISTRY ONLINE RATES

	NO PRINT					
	ADV	1X	6X	12X	24X	48X
1 month	1,010	\$405	\$390	\$370	\$350	\$330
3 months	2,825	1,090	1,040	960	925	875
6 months	4,035	1,975	1,875	1,770	1,680	1,560
1 year	6,720	3,745	3,560	3,385	3,220	3,110

ONLINE TECHNICAL SPECIFICATIONS

Ad Sizes: Full size banner: 40 pixels high x 220 pixels wide
Formats: E-mail, FTP via Internet, Mac, or IBM compatible disk
Specs: Interlaced, non-transparent, GIF (file name must end in .GIF). 15K maximum (animated GIF must not loop), 5-bit color maximum. Include company's URL/home page address and description of ad.

FOR FURTHER INFORMATION

Contact Steve Hamburger at Scherago International (201) 653-4777 ext. 17; Fax (201) 653-5705.