



The 2010 Endocrine Annual Meeting & Expo's Meeting & Exhibit Guide (MEG) Advertising Rates & Specifications

The *Meeting and Exhibit Guide* (MEG) contains the complete listing of all exhibitors plus the full scientific program. Attendees use the MEG on a *daily* basis to plan their activities and schedule.

Rates

Size	Rates
1 Page	\$2740
½ Page	\$2080
¼ Page	\$1430

Color	Rates
Black plus second process color	\$860
Matched Color	\$925
4-Color	\$2070

Average distribution is 7,500. Special positions available opposite meeting tabs.

Meeting Information Tab \$8270 Scientific Program Tab \$6615
ENDO 2008 Program Tab \$7720 Author Index Tab \$6065
Exhibitor Listings Tab \$7165

Call your account manager for details on this **VERY SPECIAL OPPORTUNITY**

Don't miss this opportunity to reach your target market at our 2010 Meeting & Expo by advertising in the only official publication published by The Endocrine Society

Space closing: March 18

Material closing: April 18

Mechanical Requirements

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full Page	7 7/8"	10 3/8"	8 5/8"	11 1/8"
1/2 page horizontal	7 7/8"	5 1/8"	8 5/8"	5 1/2"
1/2 page vertical	3 3/8"	10 3/8"	4 1/4"	11 1/8"
1/4 page	3 3/8"	5 1/8"	-	-

Trim sizes: Final trim size of publications is 8 3/8" x 10 7/8". Live area is 7 7/8" x 10 7/8". This equals 1/8" from trim, head, face, foot and gutter for text.

Halftone screen: Covers, inside, 4-color process: 133 line screen

Reproduction requirements: QuarkXPress, Adobe, PageMaker, InDesign, Illustrator, Photoshop, some Acrobat files, Macromedia Free Hand. Disk preferred.

Paper stock: Inside pages and covers coated, 4-color process available

Binding: Perfect

Insert requirements: 2-page insert 8 7/8" x 11 1/8" and 4-page insert 8 5/8" x 11 1/8". Larger sizes upon request. Inserts to be supplied folded.

Insert trimming: 3/16" head trim, 1/8" off the foot, grind off, face trim. Margin for live matter 5/8" inside all edges of untrimmed insert.

Insert paper stock: 70 lb minimum, 100 lb maximum

Insert quantity: Consult Traffic Coordinator

Insert copy clearance: All inserts are subject to approval by The Endocrine Society. Copy should be supplied to the Advertising Traffic Coordinator for minimum and maximum sizes, paper stock, and binding requirements.

Disposition of offset materials: Destroyed after 1 year.

Address for mailing and shipping: For contact, insertion orders, other instructions, publication set copy, color proofs, progressives and complete offset material, contact or ship to: Scherago International, Inc, Advertising Traffic Manager, 525 Washington Blvd, Suite 3310 Jersey City, NJ 07310. e-mail: traffic@scherago.com

Mechanical Requirements

Final Registration Program

Contact information: Scherago International, Inc, 525 Washington Blvd, Suite 3310, Jersey City, NJ 07310, Tel: 201.653.4777, Fax: 201.653.5705, e-mail: endo@scherago.com, www.scherago.com/endo