

2010 RATES & SPECIFICATIONS

Commercial Black & White Rates

	1x	6x	12x	24x	48x	72x	96x
The Journal of Clinical Endocrinology & Metabolism (monthly)							
Full page	\$ 2,690	\$ 2,555	\$ 2,400	\$ 2,340	\$ 2,260	\$ 2,230	\$ 2,215
½ page	1,870	1,745	1,660	1,610	1,545	1,515	1,480
¼ page	1,300	1,230	1,140	1,130	1,125	1,080	1,000
Endocrine News (monthly)							
Full page	\$ 2,975	\$ 2,575	\$ 2,385	\$ 2,085	\$ 1,785	\$ 1,495	\$ 1,195
⅔ page	2,385	2,150	1,905	1,670	1,430	1,195	955
½ page	1,905	1,720	1,525	1,340	1,255	955	765
⅓ page	1,525	1,370	1,225	1,070	915	765	615
¼ page	1,225	1,100	985	865	740	615	495
Endocrine Reviews (6 times per year)							
Full page	\$ 1,805	\$ 1,625	\$ 1,475	\$ 1,380	\$ 1,330	\$ 1,260	\$ 1,240
½ page	1,240	1,130	1,020	925	880	835	805
¼ page	880	795	715	630	555	540	520
Endocrinology (monthly)							
Full page	\$ 1,970	\$ 1,855	\$ 1,700	\$ 1,610	\$ 1,495	\$ 1,455	\$ 1,410
½ page	1,350	1,280	1,205	1,095	1,000	970	925
¼ page	975	910	805	705	665	635	595
Molecular Endocrinology (monthly)							
Full page	\$ 1,610	\$ 1,540	\$ 1,465	\$ 1,405	\$ 1,345	\$ 1,325	\$ 1,290
½ page	1,100	1,085	1,015	985	915	885	865
¼ page	800	750	740	695	660	645	620

Earned Rates

Based on space accumulated in all journals and *Endocrine News* during the calendar year. Parent company and subsidiaries may combine for earned frequency.

Color Charges

In addition to earned black and white rate, add:

	Standard	Matched	3- or 4-Color Process
JCEM	\$ 995	\$ 1,310	\$ 2,150
Endocrine News	625	905	1,135
Endocrine Reviews	995	1,310	2,150
Endocrinology	995	1,310	2,150
Molecular Endocrinology	995	1,310	2,150

FOR MORE INFORMATION

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Covers & Preferred Positions

Opposite Cover 2: Journals: earned rate + 40%

Endocrine News: earned rate + 50%

Cover 3: earned rate + 15%

Cover 4: earned rate + 50%

Opposite table of contents: earned rate + 40%

JCEM Only

After Endocrinology & Metabolism News:

earned rate + 25%

Before special features: earned rate + 25%

Before Original Articles, Endocrine Care:

earned rate + 20%

Before Original Articles, Endocrine Research:

earned rate + 15%

Inserts

2-page inserts*: 2 times earned black and white rate
(plus \$420, noncommissionable)

4-page inserts*: 4 times earned black and white rate
(plus \$420, noncommissionable)

Back-up rates per page: one half earned black and
white rate (plus \$420, noncommissionable)

Larger units, gatefolds, tip-ins, die cuts: rates
upon request (plus \$420, noncommissionable)

Special handling: rates upon request (plus \$420,
noncommissionable)

Business reply cards:

standard sizes, earned black and white rate
(plus \$420, noncommissionable)

larger sizes, 2 times earned black and white rate
(plus \$420, noncommissionable)

**Postage fee for comailed inserts is not included in rate and will depend
on weight and quantity of preprinted material.*

Cancellations

Cancellations cannot be accepted more than 1 week
after space reservation date. For publication-set copy,
cancellation must be requested no later than 1 week
before the space reservation date.

Agency Commission

15%. All charges are commissionable except charges
for insert handling, special handling, business reply
cards and special production requests.

Mechanical Requirements

Journals & *Endocrine News*

Unit Sizes	Non-Bleed		Bleed	
	Width	Height	Width	Height
Full page	7"	10"	8 ³ / ₈ "	11 ¹ / ₈ "
² / ₃ page vertical (<i>Endocrine News</i> only)	4 ¹ / ₂ "	10"	5 ¹ / ₂ "	11 ¹ / ₈ "
¹ / ₂ page horizontal	7"	5"	8 ³ / ₈ "	5 ¹ / ₂ "
¹ / ₂ page vertical	3 ¹ / ₂ "	10"	4 ¹ / ₈ "	11 ¹ / ₈ "
¹ / ₄ page vertical (<i>Endocrine News</i> only)	2 ¹ / ₄ "	10"	3 ¹ / ₄ "	11 ¹ / ₈ "
¹ / ₄ page	3 ¹ / ₂ "	5"	—	—

Trim: ¹/₈" off head, foot, edges

Final trim size: 8¹/₈" × 10⁷/₈"

Live matter: minimum of ¹/₂" inside trimmed edges;
minimum of ¹/₂" for bind

Halftone screen: 133 line screen (covers, inside,
4/C process)

Reproduction requirements: Electronic files are
accepted. Please submit files as high-resolution
PDFs, QuarkXPress or PageMaker files. Identifica-
tion proof and color proofs must accompany each
order. All color ads require proofs.

Paper stock: Journals: 45 lb coated
Endocrine News: 60 lb gloss web
Covers: 80 lb coated

Binding: Journals: perfect
Endocrine News: saddlestitch

Electronic Ad Submission Requirements

For electronic ad submission requirements, see the
Cadmus Web site: <http://art.cadmus.com/da/index.jsp>.

All advertising copy is subject to approval by The
Endocrine Society. Supply copy to Advertising Traffic/
Production Coordinator before sending mechanicals
or electronic files and before printing inserts.

FOR MORE INFORMATION

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