



# TEXAS HEART INSTITUTE JOURNAL

**RATE CARD #22**

EFFECTIVE December 1, 2008

## ADVERTISING OFFICE

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## GENERAL INFORMATION

*Established in 1974*

### CIRCULATION: 45,130 Cardiovascular Specialists

Domestic: 43,415 International: 1,715

### ISSUANCE:

6x Per Year (February, April, June, August, October, December)

### 2009 CLOSING DATES:

Issue	Space	Materials	Mails
Vol. 36, Issue 1	Jan 22	Jan 29	February
Vol. 36, Issue 2	Mar 18	Mar 25	April
Vol. 36, Issue 3	May 14	May 21	June
Vol. 36, Issue 4	July 10	July 17	August
Vol. 36, Issue 5	Sep 08	Sep 15	October
Vol. 36, Issue 6	Nov 03	Nov 10	December

### 2009 SUBSCRIPTION RATES:

Domestic, \$60.00; Foreign, \$70.00. Prices subject to change without notice.

### MARKET COVERAGE:

The *Texas Heart Institute Journal* reaches a wide market of leaders in the fields of Cardiology and Cardiovascular Surgery. It also reaches leaders in the fields of Internal Medicine and General Surgery who have a secondary specialty or interest in Cardiology. It is also a vital part of major medical library collections across the world, supplying the most recent medical research and clinical information. Circulation statistics show the *Texas Heart Institute Journal* to be a leading publication in the cardiovascular field:

	Domestic	International
Cardiology	26,775	376
Internal Medicine	2,260	44
Cardiovascular Surgery*	9,452	903
Interventional Radiology	339	2
General Surgery	1,318	38
Medical Libraries	1,020	133
Other	<u>2,251</u>	<u>219</u>
	<b>43,415</b>	<b>1,715</b>

\*This figure includes thoracic surgeons, vascular surgeons, and cardiovascular surgeons.

### EDITORIAL CONTENT:

The *Texas Heart Institute Journal* publishes peer-reviewed clinical and investigative reports pertaining to the study and treatment of cardiovascular disease, with emphasis on material that has application in the practices of cardiologists, cardiovascular surgeons, internists, and other physicians who care for patients with diseases of the cardiovascular system.

### POLICY ON PLACEMENT OF ADVERTISING:

Advertising placed at the editor's discretion.

### ACCEPTANCE AND CONDITIONS OF ADVERTISING:

**Acceptance.** Subject to approval by editorial office. New copy to be received by the publisher by the closing date. This Journal does not accept non-medical advertising.  
**Conditions.** The Advertiser and/or Advertising Agency agree to assume all liability for content of the ads printed and must be fully authorized for use of the ad's content. In consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher and Printer harmless from any loss or expense arising out of an advertisement. The Publisher and Printer will not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to work stoppages, accidents, publishing schedules, acts of God or any circumstance not within control of the Publisher or Printer. The Publisher and Printer are not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Printer's liability will not exceed the manufacturing cost of producing the ad. **Sequential Liability.** Advertiser and Advertising Agency are jointly and severally liable for payment. The *Texas Heart Institute Journal* will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

**Printer Limited Exposure Statement.** Printer assumes no financial responsibility for any error or omission occurring in the publication of an advertisement. If an error is the fault of the Printer, the Publisher/Advertiser will receive a credit for additional advertising space in the next available issue. All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error which does not materially affect the value or content of an advertisement will not qualify for a credit, nor will any credit be allowed if the advertiser has seen and approved a proof.

In no event shall the Publisher nor the Printer be liable to Advertiser, Agency or any other parties for any further damages of any kind arising from advertiser's placement of advertising, including, but not limited to direct, indirect, special, or consequential damages or lost profits.

### AGENCY COMMISSION:

15% to recognized agencies. Color charges and positioning charges are commissionable.

### PAYMENT TERMS:

Net thirty (30) days from date of the invoice. No cash discounts allowed.



## RATES

### DISPLAY ADVERTISING RATES (BLACK & WHITE)

	1X	2X	3X	6X	12X
<b>Full Page</b>	\$2,300	\$2,200	\$2,100	\$2,000	\$1,800
<b>1/2 Page</b>	\$1,725	\$1,650	\$1,575	\$1,500	\$1,350
<b>1/4 Page</b>	\$1,295	\$1,240	\$1,180	\$1,125	\$1,010
<b>1/8 Page</b>	\$970	\$930	\$885	\$845	\$760

#### Bound-in Inserts: (Call in advance)

2-page inserts, flat fee \$4,000  
4-page inserts, flat fee \$5,250

#### Loose Inserts: (Call in advance)

2-page inserts, 2X the earned B&W rate + 10% + additional postage  
4-page inserts, 3X the earned B&W rate + 10% + additional postage

**SALE PRICE Good till 03/31/09!**

**2-page insert \$3,300**

**4-page insert \$4,800**

Includes postage and 15% agency commission

### COVER & PREFERRED POSITION RATES

<b>Outside Back Cover</b>	\$500 Extra
<b>Inside Front or Inside Back Cover</b>	\$300 Extra
<b>Page 1</b>	\$200 Extra
<b>Other Special Positions</b>	\$100 Extra

### COLOR RATES

	INSIDE PAGES	ON COVERS
<b>1 Process Color Per Page</b>	\$600	\$700
<b>1 PMS* Matched Color Per Page</b>	\$600	\$800
<b>4/Color Per Page</b>	\$600	\$950

\*PMS colors simulated from process ink builds.

Fluorescent and metallic ink ads are not accepted within the journal pages, but may be accepted on cover ads and inserts. Please check.

## MECHANICAL REQUIREMENTS

### AD SIZES:

	Non-Bleed		Bleed	
	Width	Height	Width	Height
<b>Full Page</b>	7"	X 10"	8 5/8"	X 11 1/8"
<b>1/2 Page Horiz.</b>	7"	X 5"		
<b>1/2 Page Vert.</b>	3 1/2"	X 10"		
<b>1/4 Page</b>	3 1/2"	X 4 7/8"		
<b>1/8 Page</b>	3 1/2"	X 2 3/8"		

### TRIM SIZE:

Journal trims 1/8" off top, bottom, and outside edge. The final trim size of publication is 8 3/8" X 10 7/8". Live matter should be a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

### BINDING:

Permanent

### PAPER STOCK:

Inside Pages: 60 lb. gloss  
Covers: 80 lb. coated

### HALFTONE SCREEN:

133-150 line screens are acceptable.

### INSERT REQUIREMENTS:

All inserts must be furnished printed, folded, ready for binding. Inserts must be folded to 8 3/4" X 11 1/4". All inserts will be placed between signatures. Call in advance.

### ELECTRONIC FILES:

Electronic files are the preferred method for submission of advertising materials. The following file types are acceptable (in PC or Apple format):

- Adobe Acrobat PDF files (except for spot color ads)  
PDFs should be created using Press Optimized settings.  
All fonts must be embedded. Verify journal trim and bleeds.

- Adobe PageMaker, Quark Express, or InDesign files  
Include the screen and printer fonts and all linked graphics.
- Adobe Illustrator or Macromedia Freehand  
Please include screen and printer fonts or select all and convert the type to curves/outlines/paths. Include all linked graphics. File must be set up for correct journal trim and bleeds must be set at 1/8" beyond the trim.

Image resolution for color or grayscale files should be 300 ppi or higher, bitmap line art should be 1200 ppi. No RGB or Indexed color mode graphics. Color proofs made from supplied files must be provided with the electronic file. It is recommended that you submit files one week prior to the published materials deadline. Please include name and version of software program used to create your file.

### REPRODUCTION REQUIREMENTS:

Complete original screened film negatives are required: right-reading, emulsion side down. Film must be clear base and dimensionally stable, of identical gauge (.004 is recommended). Film should be supplied in one piece per color and identified by color and kind (e.g., black, negative). Trim and registration marks are required. No etching or hand color corrections should be made on film. All opaquing should be done on the non-emulsion side. Film should be hard dot. Camera-ready copy is acceptable for all black and white ads. Pressmatch proof or colorkey proof required. Suitable proof will be made at advertiser's expense if not furnished. All supplied film, camera-ready copy and disk files must be the correct size per the journal specifications.

### DISPOSITION OF MATERIALS:

Reproduction material will be held for 60 days from date of last insertion and then destroyed unless requested for repeating ads. Removable media will be returned to advertiser after use.