

Journal of Terminal Oncology™

Research, philosophy, and ethics in end-of-life care

Rate Card No. 1 • Effective May 1, 2002 • Display Advertising Rates and Data

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ROP Advertising						Inserts	
B/W Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	2 Page	4 Page
1 Time	\$2,655.	\$2,295.	\$1,975.	\$1,860.	\$1,265.	\$5,855.	\$11,160.
2, 3 Times	2,565.	2,235.	1,905.	1,790.	1,200.	5,650.	10,775.
4 Times	2,475.	2,140.	1,830.	1,720.	1,130.	5,450.	10,365.

Journal of Terminal Oncology is the only peer-reviewed journal in the field of oncologic medicine tackling ethical issues, symptom management, and quality of life for post-diagnostic, pre-endstage cancer patients. According to current research, 60 percent of patients diagnosed with cancer will die. *Journal of Terminal Oncology* is the premier sounding board for doctors, medical directors, ethicists, and nurses whose goal is to optimize treatment for the terminal patient. Here you'll find the most recent research on pain management and treatment research as well as open debate on the controversies surrounding "heroic" surgical techniques versus the comfort-measure approach to care. Led by an editorial team of the most prominent physicians in the field, *Journal of Terminal Oncology* is a must-read for all members of the medical community who play a key role in ensuring compassionate, ethical treatment of the dying patient.

♦ COLOR RATES:

Standard Color.....\$1,095.

Matched Color.....\$1,195.

4/color process.....\$1,895.

Full color charges also apply to fractional pages.

♦ PREFERRED POSITION RATES:

2nd Cover: Earned b/w rate plus 25%.

Facing page at no premium, but must run as spread.

3rd Cover: Earned b/w rate plus 25%.

4th Cover: Earned b/w rate plus 50%.

Facing first page of text. Earned b/w rate plus 25%.

Center spread: Earned b/w rate plus 50%.

♦ BLEED: No charge

♦ AGENCY COMMISSION: 15%

♦ EARNED RATES:

Rates based on number of insertions within one year, regardless of size. Purchases by a parent company and subsidiaries are combined for determining earned rate.

MECHANICAL REQUIREMENTS:

♦ FINISHED TRIM SIZE: 8-3/8 x 10-7/8

♦ DIMENSIONS:

1 page7 x 10

2/3 page.....4-1/2 x 10

1/2 page-vertical3-3/8 x 10

1/2 page-horizontal7 x 4-7/8

1/3 page-vertical2-1/2 x 10

1/3 page-horizontal.....4-1/2 x 4-7/8

1/4 page3-3/8 x 4-7/8

♦ BLEED SIZES:

Full page: 8-1/2" x 11-1/4".

Includes 1/8" trim, outside and bottom and 3/16" trim, top and gutter.

Allow 3/8" safety for live matter all edges. Signatures jog to the head and trim. Inserts need 1/2" high folio lip.

Fractional units:

1/2 page horizontal:

8-1/2" x 5-1/4";

1/2 page vertical: 4-1/4" x 11-1/4", gutter bleed: 7-3/8" x 10".

♦ INSERT REQUIREMENTS:

Sizes, quantity, paper weight, and specifications on request.

♦ INSERT OVERAGES:

Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date of scheduled insertion.

♦ PAPER STOCK:

Inside: 60 lb. coated – acid free

Covers: 100 lb. coated – acid free

♦ BINDING:

Perfect Bound

See Bleed Sizes

♦ HALFTONES:

Up to 150 line screen.

Maximum print density 4/c is 270%.

♦ REPRODUCTION REQUIREMENTS:

Camera ready copy. All materials must have register marks, center marks, and trim marks clearly indicated. Each negative must be marked for color. All films are right reading, emulsion down. Color ads require a Matchprint or similar. Standard and Matched color ads must specify a PMS color. Electronic Files: PDF, Quark, EPS, must be set for hi-res and include tiff preview, all images and fonts.

♦ ISSUANCE:

Quarterly (4 issues per year)

♦ ADVERTISING CLOSING DATES: (through October 2003)

Issue	Closing Date
Spring	April 30, 2003
Summer	July 30, 2003
Fall	October 21, 2003