

# Practical PAIN MANAGEMENT

The journal with the practitioner in mind.

## 2010 ADVERTISING RATES & PRODUCTION SPECIFICATIONS

#18 Effective 8/14/09 for 2010 calendar year

**Ad Rates.** Earned rates are based on frequency of advertising insertions from individual corporations and their subsidiaries. For insertion of two or more pages, each page receives one insertion credit.

**Special Projects.** Consult special projects rate card for available rates.

**Cancellations.** Cancellations or changes in orders may not be made by the advertiser or agency after the published closing date.

**Terms.** All charges for space are due 30 days from invoice date (same as actual date of issue) for recognized companies who have established credit. Any charges for typesetting, art, ad creation, reprints, etc. are to be prepaid.

**Rate Adjustment.** The rate for contracted ads during a contract year will be adjusted to reflect the actual numbers of ads run.

**Agency Commission.** A commission of 15% of gross billing will be paid to recognized agencies for space, color and position for invoices paid within the terms stated.

**Circulation.** *Practical Pain Management* is a controlled circulation publication mailed to over 45,000 medical practitioners routinely involved in the diagnosis, treatment, or management of pain (please see demographics).

**Publisher's Approval.** Ads are accepted upon the representation that the advertiser and agency have the right to publish the contents thereof. In consideration of publication, the advertiser and agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication. The publisher reserves the right to reject or cancel any ad, insertion order, space reservation or position commitment at any time without cause. The publisher reserves the right to insert the word "Advertisement" above or below copy that is not easily recognized as advertising.

Black & White	1x	3x	6x	12x	24x	36x	48x
Full page	\$3,200	3,125	3,085	3,000	2,965	2,920	2,870
2/3 page	2,425	2,400	2,380	2,345	2,285	2,240	2,205
1/2 island	2,280	2,240	2,205	2,170	2,120	2,080	2,050
1/2 page	2,065	2,030	2,015	1,960	1,925	1,895	1,860
1/3 page	1,535	1,495	1,470	1,450	1,430	1,400	1,375
1/4 page	1,255	1,225	1,210	1,190	1,160	1,145	1,125

Color Ad Rates	Add to B/W rate	Cover and Preferred Placement
Color rates are per page or fraction thereof.		All covers are 4-color only.
Standard 2nd color	\$575	2nd cover (inside front) 25% of earned b/w rate
Matched color	840	3rd cover (inside back) No additional if with 4th cover, otherwise 15% of earned b/w rate
3- or 4- color process	1,880	4th cover (back) 50% of earned b/w rate
5-color process	2,675	Preferred position 15% of earned b/w rate
6-color process	3,470	

Inserts	1x	3x	6x	12x	24x	36x	48x
2 page	\$6,990	6,850	6,765	6,585	6,510	6,395	6,290
4 page	13,975	13,705	13,525	13,170	13,015	12,790	12,580
6 page	20,970	20,550	20,285	19,745	19,520	19,175	18,870
8 page	27,950	27,395	27,040	26,330	26,025	25,570	25,160

Ad Committal and Material Deadlines			
2010 Issues	Ad Close	Mat'l Due	Issue Date
January/February	1/6/2010	1/8/2010	1/28/2010
March	2/10/2010	2/12/2010	3/4/2010
April	3/17/2010	3/19/2010	4/8/2010
May	4/21/2010	4/23/2010	5/13/2010
June	6/1/2010	6/4/2010	6/24/2010
July/August	7/14/2010	7/16/2010	8/5/2010
September	8/18/2010	8/20/2010	9/9/2010
October	9/29/2010	10/1/2010	10/21/2010
November/December	11/3/2010	11/5/2010	11/25/2010

Contact Marvin Rosenfeld, Publisher/Advertising Manager at 310-374-8283, fax 310-379-1937, mlr@ppmjournals.com

**Trim Size.** The magazine trim size is 8 1/8" x 10 7/8". Binding is perfect bound unless bulk thickness is less than .125".

### Insert Specifications.

Bleed/Delivery size: 8 3/8 x 11 1/8

Trim size: 8 1/8 x 10 7/8

Safety Allowance for Live Area: 1/2 inch

Inside Stock: 45 lb. Pubgloss 80

Maximum Insert Weight: 80 lb

Insert Quantity: 49,500 (incl. 4% overage)

**Artwork.** Negatives must be right-reading, emulsion side down. All screened negatives, including half-tones, are to be screened to a minimum of 133 lines (and a max of 150). Submit proofs with negatives.

**Digital Artwork.** Preferred file formats accepted are (PC or Mac): QuarkXpress, InDesign, Illustrator, and Photoshop or hi-res PDF (Acrobat 4.0 or higher). For proper trapping of your ad in the computer-to-plate printing process, all image backgrounds must be set to "NONE." A high quality proof must accompany the material. All images should be saved as CMYK at 300dpi. Graphics format should be tiff or eps. All fonts and screens must be included on disk.

**Press-ready Hi-res X1a PDFs.** For press-ready, high-res PDFs using the PDF/X1a standard, please verify that fonts and images are embedded, all elements are encoded as CMYK, and all image trapping values are correctly set for either knockout or overprint.

### Publisher and Advertising Manager

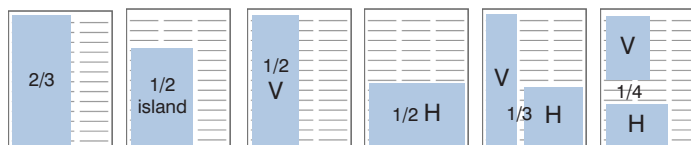
Marvin L. Rosenfeld  
210 S. Helberta Ave  
Redondo Beach, CA 90277  
Office: 310-374-8283  
Fax: 310-379-1937  
mlr@ppmjourn.com

### Insertion orders and accounts receivable to:

Nick Paolo, Exec. VP Operations  
PPM Communications, Inc.  
P.O. Box 390  
Glen Mills, PA 19342-0390  
Office: 610-361-0555  
Fax: 610-558-1437  
npx@ppmjourn.com

Display Ad Sizes	Width	Depth
2 Page spread	15 1/4"	10"
Full page	7 1/8"	10"
2/3 page	4 3/4"	10"
1/2 page island	4 3/4"	7 1/2"
1/2 page vertical	3 1/2"	10"
1/2 page horizontal	7 1/8"	4 3/4"
1/3 page vertical	2 3/8"	10"
1/3 page square	4 3/4"	4 3/4"
1/4 page vertical	3 1/2"	4 3/4"
1/4 page horizontal	4 3/4"	3 1/2"

Material for Bleed	Bleed	Trim
Full page	8 3/8" x 11 1/8"	8 1/8" x 10 7/8"
2 page spread	16 1/2" x 11 1/8"	16 1/4" x 10 7/8"
Half page spread	16 1/2" x 5 1/2"	16 1/4" x 5 3/8"
Insert	8 3/8" x 11 1/8"	8 1/8" x 10 7/8"



**Material Transmittal.** All advertising material must be received no later than the 'Material Due Date' of the issue and submitted as follows:

#### 1. Mail or Delivery Service — Send to:

Diane Paolo, Art Director  
PPM Communications, Inc.,  
37 Paul Lane, Glen Mills, PA 19342  
610-361-0555, dmp@ppmjourn.com

#### 2. Inserts shipping address:

Practical Pain Management  
c/o Publishers Press  
13487 South Preston Highway  
Lebanon Junction, KY 40150  
Contact: Jeff Newton, 1-866-644-3705, jnewt@pubpress.com

#### 3. Electronic Submission:

Enter the following information in your FTP client software.  
Both username and password must be lowercase.  
Host: www.PracticalPainManagement.com  
Username: adcopy  
Password: adcopy2002@ [note special character '@']

#### 4. Fax Proofs to 610-558-1437:

For all ad submissions by mail or electronically, please fax a laser proof and include file name and the contact person's name and phone number.