



ENDOCRINE PRACTICE

CLINICAL AND INVESTIGATIVE ENDOCRINOLOGY AND DIABETES

Endocrine Practice is a peer-reviewed journal that publishes the latest information in the treatment of diabetes, thyroid disease, obesity, growth hormone deficiency, sexual dysfunction and osteoporosis. The journal contains original articles, case reports, review articles, commentaries, editorials, visual vignettes, as well as classified and display advertising. Special issues of the journal also include AACE clinical practice guidelines. The journal is indexed in MEDLINE, Science Citation Index Expanded (Web of Science), Current Contents - Clinical Medicine, EMBASE, and Current Abstracts - EBSCO.

Endocrine Practice is the official scientific publication of the American Association of Clinical Endocrinologists (AACE) and the American College of Endocrinology (ACE).



CIRCULATION
Total circulation is 4,000. This includes all AACE domestic members and international members from over 88 countries. All AACE members are licensed, practicing MDs or DOs who have at least 50% of their practice devoted to endocrine-related disorders. Additionally, medical schools and research facilities hold subscriptions to *Endocrine Practice*.

FREQUENCY
A total of twelve issues will be published in 2020. See closing dates for journal issue schedule.

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ADVERTISING POLICIES

EFFECTIVE RATE DATE: January 2020

ADVERTISING ACCEPTANCE
Endocrine Practice is not responsible for statements and opinions of authors or the claims made by advertisers in the journal. The appearance of advertising does not guarantee or endorse the claims of advertisers. Acceptance of advertising is subject to approval. *Endocrine Practice* reserves the right to refuse any advertising.

AGENCY COMMISSION
All advertising agencies who pay within 30 days of the invoice date will qualify for a 15% discount. NOTE: A 2% late fee will be assessed for any invoices 30 days or more overdue. Late payments may result in cancellation of this discount. Payment must be kept current- more than two delinquent invoices may result in removal of advertising.

EARNED RATES
Frequency rates are based on accumulated space during a 12-month period. Space purchased by the same company for different products may be combined to compute the earned rate. Ad units that run in any of AACE's publications during the same 12-month period may also be combined for the earned frequency. Rates may be subject to change. Advertisers will be notified in the event of a change.

SHORT RATES AND REBATES
Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated. At contract year-end, the lowest rate earned will be applied and normal rebate and short-rate adjustments made for that contract year.

CANCELLATION POLICY
Advertisements cancelled after material is due are subject to a 50% cancellation fee.

INVOICES AND TEAR SHEETS
Tear sheets will be sent with invoices to the agency billing department. Requests for additional tear sheets must be made by contacting AACE MEDICAL INDUSTRY ADVERTISING REPRESENTATIVE.

BONUS CIRCULATION
February issue will be distributed at ENDO 2020; April issue will be distributed at EMBRAACE 2020.

DOMESTIC AND INTERNATIONAL READERSHIP AREAS OF INTEREST*

| | | | |
|--------------------------------------|-------|----------------------------|-------|
| Adrenal Disorders | 1,657 | Nuclear Medicine | 282 |
| Cancer | 527 | Nutrition | 685 |
| Diabetes Mellitus | 3,794 | Parathyroid Disorders | 1,463 |
| Disease of Pregnancy | 580 | Pediatric Endocrinology | 187 |
| Ectopic Endocrine Syndromes | 443 | Pituitary Disorders | 1,783 |
| General Endocrinology and Metabolism | 3,447 | Reproductive Endocrinology | 474 |
| Geriatrics | 219 | Endocrine Surgery | 265 |
| Growth Disorders/Growth Hormone | 366 | Thyroid Dysfunction | 3,307 |
| Hypertension | 973 | Other | 23 |
| Lipid Disorders | 1,566 | Osteoporosis | 1,652 |
| Metabolic Bone Disorders | 1,267 | PCOS | 936 |
| Neurosurgery | 121 | Menopause | 414 |
| Obesity | 1,223 | | |

* Some subscribers may have indicated more than one area of interest

2020 CLOSING DATES

| Issue | Space Reservations | Materials Due | Inserts Due |
|--------------|--------------------|---------------|--------------|
| 1. January | December 2 | December 9 | December 16 |
| 2. February | January 6 | January 13 | January 20 |
| 3. March | February 10 | February 17 | February 24 |
| 4. April | March 9 | March 16 | March 23 |
| 5. May | April 6 | April 13 | April 20 |
| 6. June | May 4 | May 11 | May 18 |
| 7. July | June 1 | June 8 | June 15 |
| 8. August | July 6 | July 13 | July 20 |
| 9. September | August 3 | August 10 | August 17 |
| 10. October | September 7 | September 14 | September 21 |
| 11. November | October 5 | October 12 | October 19 |
| 12. December | November 2 | November 9 | November 16 |

MECHANICAL REQUIREMENTS

| Page Unit | Bleed | Non-Bleed |
|----------------------|-----------------|---------------|
| Spread | 17.25" x 11.25" | 16" x 10" |
| Full Page | 8.75" x 11.25" | 7.5" x 10" |
| Half Page Vertical | 4.375" x 11.25" | 3.75" x 10" |
| Half Page Horizontal | 8.75" x 5.5" | 7.5" x 4.875" |
| Quarter Page | N/A | 3.75" x 5" |
| Cover IV | 8.75" x 7.625" | 7.5" x 7" |

Trim Size: 8.5" x 11" **Grind:** 1/8" **Foot:** 1/4" **Head:** 1/4" **Face:** 1/4"

MATERIAL REQUIREMENTS

Electronic Files:

Illustrator 6.0 or above; Photoshop 5.5 or above;
InDesign 2.0 or above; Press-Ready PDF files.

Media Accepted:

Color Proof: Matchprints or similar must be provided with digital files.

INTERNET/FTP DELIVERY OF ADS:

Please email John Salesi: jsalesi@americanmedicalcomm.com
prior to submitting a file via FTP.

FTP address: 199.193.117.104

Log in: aaceclient

Password: AaceCL1!

Folder: AACE

INSERT INFORMATION

Quantity: 5,000 (includes bindery spoilage)

Size: 8 7/8" x 11 1/2". Jog to head.

Shipping Inserts

Please clearly mark cartons with publication and issue month.

Ship to the following address:

The Hartley Press, Inc.
ATTN: Rob Lee
4250 St. Augustine Road
Jacksonville, FL 32207
(904) 398-5141

OTHER INFORMATION

Subscription Orders

Print and online subscriptions to *Endocrine Practice* are available for purchase. Contact the Publications Department for more information.

Supplements To *Endocrine Practice*

Please contact the AACE Publications Director, Lori Clawges, at lclawges@aace.com, for more information and pricing.

COMMERCIAL DISPLAY ADVERTISING RATES

BLACK AND WHITE ADS

| Frequency | Full Page | Half Page | Quarter Page |
|-----------|-----------|-----------|--------------|
| 1x | \$2,840 | \$1,885 | \$1,540 |
| 6x | \$2,730 | \$1,785 | \$1,460 |
| 12x | \$2,605 | \$1,735 | \$1,410 |
| 18x | \$2,560 | \$1,695 | \$1,125 |
| 24x | \$2,440 | \$1,610 | \$995 |
| 36x | \$2,340 | \$1,585 | \$905 |
| 48x | \$2,290 | \$1,510 | \$875 |
| 60x | \$2,220 | \$1,470 | \$865 |
| 72x | \$2,105 | \$1,410 | \$840 |
| 96x | \$1,990 | \$1,365 | \$810 |

COLOR RATES

Four Color: \$2,510 Matched Color: \$1,260

PREFERRED POSITION PLACEMENT

| | |
|-------------------------------|------------------------|
| Cover II (inside front cover) | 35% of earned BW rate |
| Table of Contents | 25% of earned BW rate |
| Cover III and IV | 50% of earned BW rate |
| Cover III (inside back cover) | 25% of earned BW rate |
| Cover IV (outside back cover) | 50% of earned BW rate* |

Due to postal regulations, ads placed on Cover 4 will include 1 1/2" trim in header and 1/2" borders.

Insert Rates

| | |
|-----------------------|-----------------------------------|
| 2 page (single sheet) | 2x earned black and white rate |
| 4 page (double sheet) | 4x earned black and white rate |
| 6 page (three sheet) | 6x earned black and white rate |
| 8 page (four sheet) | 8x earned black and white rate |
| Business Reply Card | earned black & white rate + \$400 |

Cover Tips - \$14,500*

Outserts - \$17,850*

**Samples must be submitted for review. Outserts must be under 3.3 oz.*

RECRUITMENT ADVERTISEMENTS

Classifieds: Classified display and line ads are available for placement in *Endocrine Practice* medical journal, AACE Endocrine Careers® on the AACE Website. For more information and pricing, visit <http://careers.aace.com>, or email us at EndocrineCareers@aace.com.

Contact:

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National Accounts Manager
American Medical Communications
267-980-6087
Lmorgan@americanmedicalcomm.com

DIGITAL OPPORTUNITIES

Run Of Site Banner Advertising on WWW.AACE.com

728x90 and 300x250
\$125 CPM