

## 2008 ADVERTISING RATES & DIMENSIONS *EFFECTIVE: JANUARY 1, 2008 – DECEMBER 31, 2008*

**Frequency:** 6 issues per year  
**Issue Dates:** January, March, May, July, September, November

**Established:** 1966

**Organization Affiliation:** Official Publication of the Drug Information Association

**Circulation:** 18,000

**Subscription Data:** Contact Publisher (DIA)

**Editorial Content:** The *Drug Information Journal* is a scholarly, peer-reviewed publication that focuses on disseminating information in medicine, biology, pharmacy, and allied human and animal health fields. The scope of this journal is both multidisciplinary and international. All members of DIA receive both print and digital subscriptions, as well as online access via [www.diahome.org](http://www.diahome.org).

### Issue Closing and Material Due Dates:

Insertion Order Due	Material Due
January – December 5	December 10
March – January 21	January 25
May – April 2	April 7
July – June 2	June 6
September – August 1	August 6
November – October 3	October 7

### Service to Advertisers:

Mailing lists: Not available.  
 Availability of reprints: Direct requests to publisher.

### Rates: (In US Dollars)

Display Ads and Frequency Discounts					
B & W	1X	4X	6X	8X	12X
Full pg	2920	2785	2715	2580	2465
1/2 pg	2050	1950	1900	1810	1725
1/4 pg	1315	1255	1220	1165	1105

**Digital Issue/Logos:** All ads appearing in an issue of the print version will also appear in the digital version of that issue, without additional charge. Advertisers can purchase a digital logo for the same issue in which their print ad appears. These digital logos appear to the left of the cover of the journal in the digital version. The cost of a digital logo is \$150.

### Color Rates in Addition to Black and White Rates:

- Standard color (Magenta, Yellow or Cyan): \$400 plus B/W page rate.
- Four-color rate: \$1400 plus B/W page rate.
- Bleed: No charge.

**Preferred Positions:** Information available on request.

### Mechanical Requirements:

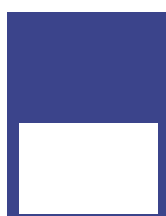
*Preferred materials:* 1.) Files can be emailed in PDF format to: [Sherrie.Longello@diahome.org](mailto:Sherrie.Longello@diahome.org). If emailed, you **MUST** fax a copy of your ad to Sherrie Longello 215 442 6199. *All PDFs must be CMYK, high resolution (300dpi) print quality, with all fonts and images embedded. We will not be responsible for reproduction quality of ads supplied as RGB or low resolution* 2.) Ads can be supplied on disk or CD in either MAC or PC platform, along with a color proof for color ads and laser proof for black-and-white ads. If supplying QuarkXpress documents, you must include all fonts, and photos, art and logos supplied as EPS or TIF files.

### Publication Size: 8-1/4" x 10-7/8" (209 mm x 277 mm)

Ad Page Size	Live	Bleed
	Inches (mm)	Inches (mm)
Full Page	7-1/4 x 10 (184 x 254)	8-1/2 x 11-1/8 (216 x 283)
1/2 Horizontal	7-1/4 x 4-7/8 (184 x 123)	N/A
1/2 Vertical	3-1/2 x 10 (89 x 254)	N/A
1/4 Page	3-1/2 x 4-7/8 (89 x 123)	N/A



Full page



1/2 page H



1/2 page V



1/4 page

## REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING



All advertising is subject to editorial approval by DIA. The Drug Information Association reserves the right to decline any advertising it deems inappropriate for the readership of any publication, whether in print or online versions. DIA has final approval for all publication content and/or position.

DIA reserves the right to reject any ad that is not professionally prepared (eg, typewritten copy, hand-drawn art). *An additional charge will be made by invoice for revisions made on standing ads.*

All ads must be reviewed by DIA for approval before publication in any DIA publication. DIA reserves the right to refuse any advertising.

DIA will make every effort to place your ad where requested, but we cannot guarantee location.

### **Indemnification of Publisher:**

In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

### **Payment:**

Invoices are rendered on the publication date of each issue and are due within 30 days of invoice date. *A 15% Agency Discount will be given to recognized advertising agencies; all prices are gross: the amounts listed above must be paid in full within 30 days.* All payments must be made in US Dollars drawn on a US Bank.

### **New Advertisers:**

Prepayment must accompany first insertion.

### **Cancellations:**

Cancellations or changes in advertising, requested by the advertiser or agency, will not be accepted after the close date.

In the event that space is reserved and new materials are not received by the close date, the publisher reserves the right to run a previous ad of equal size. DIA assumes no responsibility for error in copy submitted by an advertiser.

### **Disposition of Materials:**

Material furnished for advertising reproduction will be destroyed twelve months subsequent to issue date unless otherwise instructed.

### **Contracts:**

Steve Everly, 267-893-5686  
email: [severly@ki-lipton.com](mailto:severly@ki-lipton.com)

Send advertising materials, including all necessary proofs to:

Sherrie Longello  
Drug Information Association  
800 Enterprise Road, Suite 200  
Horsham, PA 19044-3595 USA  
215-442-6167/fax: 215-442-6199  
email: [Sherrie.Longello@diahome.org](mailto:Sherrie.Longello@diahome.org)