

APMA NEWS

THE MAGAZINE OF THE AMERICAN PODIATRIC MEDICAL ASSOCIATION

PUBLISHER

American Podiatric Medical Association
9312 Old Georgetown Road
Bethesda, MD 20814-1621
Phone: (800) 275-2762
Fax: (301) 530-2752
www.apma.org

ADVERTISING OFFICE

The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
Phone: (443) 512-8899
Fax: (443) 512-8909
www.wt-group.com

GENERAL INFORMATION

ISSUANCE Frequency: 10 times per year.
Mail class, mailing cover: periodical postage, naked

ESTABLISHED 1980

ORGANIZATION AFFILIATION

American Podiatric Medical Association

SUBSCRIPTION DATA

Standard domestic subscription: \$75 per year
Standard foreign subscription: \$100 per year

SPECIAL ISSUES

The APMA Annual Scientific Meeting Issue is the June issue.

EDITORIAL FOCUS

APMA News addresses socioeconomic problems, current legislative affairs, practice management, and other areas of current interest to the podiatric medical professional.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

Subject to approval by publisher. New advertisements to be received by the publisher three weeks before closing date.

PLACEMENT POLICY FOR ADVERTISING

Interspersed with text.

SERVICES TO ADVERTISERS

Availability of Mailing List:

Contents must have approval of publisher. Rates supplied on request.

Availability of Editorial Reprints:

Quotations furnished on request. Reprinting of original articles is contingent upon permission of the publisher.

Direct all inquiries for above to:

American Podiatric Medical Association, 9312 Old Georgetown Road, Bethesda, MD 20814-1621.

STAFF

Advertising Manager: Rachel Richards

Art Director: Edie Caro

Assistant Editor: Aimee Condayan

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Production Manager:

David Bubbins (443) 512-8899 ext. 115

E-mail: david.bubbins@wt-group.com

CIRCULATION

As of October 2008

Total 13,629

CIRCULATION VERIFICATION

Sworn statement

CLOSING DATES

Month	Space Reservations	Ad Materials
January	11/26	12/6
February	12/30	1/4
March	1/27	2/3
April	2/24	3/5
May	3/24	3/31
*June	4/23	4/28
July/August	6/18	6/24
September	7/21	7/30
October	8/20	8/26
November/ December	10/14	10/20

Cancellations cannot be accepted later than one week after space reservation date.

*Annual Scientific Meeting Issue.

GENERAL ADVERTISING RATES

(Effective January 2010)

	1x	5x	10x	20x
Full Page	\$1,625	\$1,280	\$1,160	\$1,020
2/3 Pg	1,385	1,120	1,010	945
1/2 Pg (H/V)	1,225	980	875	815
1/2 Pg Island	1,190	945	840	770
1/3 Pg	910	710	635	
1/4 Pg	875	610	540	
1/6 Pg	680	485	415	

EARNED RATES

Based upon accumulated space during 12-month period. Ad units in either *APMA News* or *Journal of the American Podiatric Medical Association* during a 12-month period may be applied to the advertiser's earned frequency for each journal, i.e., combined frequencies earned for more than one journal used will be applied to each journal.

COLOR RATES

- a. **3-Color & 4-Color** per page: \$900
- b. **Matched Color** per page: \$610
- c. **Standard Color** per page: \$520

INSERTS

- a. **2-Page Insert:**
2 times earned B/W page rate.
- b. **4-Page Insert:**
4 times earned B/W page rate.
- c. **Back-Up Rates Per Page:**
One-half earned B/W rate.
- d. **Larger units, gate-folds, tip-ins, die cuts:** Rates upon request.
- e. **Special handling charges:** (for unusual insert handling, etc.) Rates upon request.
- f. **Business Reply Cards:**
Earned B/W rate.
- g. **Larger Size Business Reply Cards:**
2 times earned B/W rate.

COVER AND PREFERRED

POSITION RATES (non-cancelable)

2nd Cover: earned rate plus 25 percent

3rd Cover: earned rate plus 25 percent

4th Cover: earned rate plus 50 percent

Cover Spread: Check with sales representative for availability and rates.

SPECIAL POSITIONING

Rates upon request for unusual positioning.

AGENCY COMMISSION

15 Percent. Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

MECHANICAL REQUIREMENTS

UNIT SIZES

	Non-Bleed	
	Width	Depth
Full Page	7" x	9 5/8"
2/3 Page	4 5/8" x	9 5/8"
1/2 Page Isl	4 5/8" x	7"
1/2 Page V	3 3/8" x	9 5/8"
1/2 Page H	7" x	4 3/4"
1/3 Page V	2 1/8" x	9 5/8"
1/3 Page H	4 5/8" x	4 5/8"
1/4 Page V	3 3/8" x	4 5/8"
1/6 Page V	2 1/8" x	4 5/8"
Bleed size:	8 1/2" x	11 1/8"

TRIM SIZE

- Journal trims 3/16" off top, 1/8" bottom, gutter and outside edge.
- Final trim size of publication is 8 1/4" x 10 7/8".
- Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

HALFTONE SCREEN

133-150 line screen

REPRODUCTION REQUIREMENTS

APMA News is produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted in high-resolution PDF, EPS, Quark or InDesign with advertiser name and issue date in the filename.

- Files can be uploaded in PDF format to The Walchli Tauber Group FTP site at <ftp2.wt-group.com>. User name: wtgroupftp, password: sendfiles. Locate the APMA News folder and the issue date for your ad, and copy your high resolution files into that folder. Send an e-mail to david.bubbins@wt-group.com indicating that materials have been uploaded.
- E-mail any of the file types listed above to david.bubbins@wt-group.com if the file is less than 10 MB.
- Files larger than 10 MB can be compressed and stored on CD-ROM. WinZip and Stuffit are the only compression techniques accepted. Mail to: Walchli Tauber Group, Attn: David Bubbins, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015
- All color digital ads submitted must be CMYK and color proofs must be supplied.

PAPER STOCK

- Inside Pages and Covers: Coated
- 4-Color Process Available

TYPE OF BINDING

Saddle-stitched

INSERT REQUIREMENTS

- Sizes: 2-page insert - 8 3/8" x 11 1/8"
4-page insert - 8 3/8" x 11 1/8"
Larger sizes upon request.
- Include 4" lip on all inserts.
- Inserts to be supplied folded.
- Trimming: 3/16" off top, 1/8" bottom,

- gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed inserts.
- e. **Stock:** 70 lb. minimum, 100 lb. text maximum
- f. **Quantity:** 15,000
- g. **Copy Clearance:** All inserts subject to ap-approval by editor. Copy should be supplied to advertising representative prior to printing inserts. Allow three weeks for approval.

BUSINESS REPLY CARD REQUIREMENTS

A business reply card will be accepted when run in conjunction with an advertisement of at least one page. Please check with the production manager for minimum and maximum sizes, paper stock, binding requirements and additional production costs.

ADDRESSES FOR MAILING AND SHIPPING

For contracts, insertion orders, other instructions, publication set copy, offset material, color proofs:

APMA News (Issue Date)

The Walchli Tauber Group Inc.

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015

FOR INSERTS:

APMA News (Issue Date)

United Litho

21800 Beaumeade Circle

Ashburn, VA 20147

(800) 368-6100

INSERTION ORDER AND COPY REGULATIONS

- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions, that conflict with the publisher's stated policies will be binding.
- Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher for any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter) or advertisements printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year, a 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate of the subsequent or past periods.
- Cancellation of space order forfeits the right to position protection.
- The Advertiser Index (if published) is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above the space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
- Requests for specified position at R.O.B. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
- Advertisements ordered set and not used will be charged for composition.
- Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher will only provide credit on future advertisement placed.