



# AUA News

The Official Newsmagazine of The American Urological Association, Inc.

Published by **The American Urological Association, Inc.** · 1000 Corporate Boulevard · Linthicum, MD 21090  
**National Sales Manager: The Walchli Tauber Group** · **Phone:** (443) 512-8899 · **Fax:** (443) 512-8909

## STAFF

**Editor:** Robert C. Flanigan, MD  
**Managing Editor:** Deborah F. Polly  
**Advertising** The Walchli Tauber Group  
**Representatives:** Stephen Tauber, Phone (443) 512-8899 Ext. 103  
 E-mail: stephen.tauber@wt-group.com  
 Gary Walchli, Phone (443) 512-8899 Ext. 102  
 E-mail: gary.walchli@wt-group.com

**Production Manager:** David Bubbins, Phone (443) 512-8899 Ext. 115  
 Email: david.bubbins@wt-group.com

## Classified Sales

**Manager:** Rhonda Beamer, Phone (443) 512-8899 Ext. 106  
 E-mail: rhonda.beamer@wt-group.com

## RATES

### EFFECTIVE DATE & DISCOUNTS:

**Effective rate date:** January 2010.

**Agency Commission:** 15%.

**RATE PROTECTION:** Can be combined with *The Journal of Urology*® for higher frequency discount

**COLOR:** In addition to earned B/W rates.

<b>3-Color &amp; 4-Color</b>	<b>\$2,680</b>
<b>Matched Color</b>	<b>\$1,155</b>
<b>Standard</b>	<b>\$1,080</b>

**COMBINATION RATES:** Based upon accumulated space in AUA News and *The Journal of Urology*® during the 12-month calendar year.

### RATES:

Frequency	Tabloid Page	3/4 Page	1/2 Page	Island	1/4 Page	1/8 Page
1x	\$4,475	\$4,315	\$3,215	\$3,170	\$1,535	\$1,100
3x	4,415	4,120	3,170	3,130	1,500	1,060
6x	4,325	4,045	3,160	3,090	1,465	1,010
12x	4,200	3,950	3,010	3,000	1,440	970
24x	4,075	3,800	2,990	2,975	--	--
36x	3,950	3,675	2,970	2,940	--	--
48x	3,210	3,430	2,840	2,810	--	--
60x	2,885	2,900	2,560	2,525	--	--

### INSERT RATES:

	2-Page Insert	4-Page Insert
1x	\$7,705	\$15,405
3x	7,600	15,200
6x	7,490	14,995
12x	7,280	14,575
24x	7,210	14,415
36x	7,125	14,255
48x	6,845	13,695
60x	6,160	12,325

**BLEED:** No charge.

**COVERS, POSITIONS:** (non-cancelable, 10% penalty applied)

#### Covers:

Add to earned B/W rate (color additional)

<b>2nd Cover</b>	<b>25%</b>
<b>3rd Cover</b>	<b>25%</b>
<b>4th Cover</b>	<b>50%</b>

**Special Positions:** Add to earned B/W rate (color additional)

<b>Center Spread</b>	<b>25%</b>
----------------------	------------

### UNIQUE ADVERTISING OPPORTUNITIES:

**Belly Band, Wall Charts and Patient Education Tablets.**

Rates upon request.

### INSERT INFORMATION:

**Back Up Rates Per Page:** one-half earned B/W page rate.

**Larger Units, Gate-Folds, Tip-Ins, Die Cuts:** rates upon request.

**Special handling charges:** (for unusual insert handling, etc.) rate upon request.

**Business Reply Cards:** earned B/W page rate.

**Larger Size Business Reply Cards:** 2 times earned B/W page rate.

**Business Reply Card Requirements:** A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the ad production manager for minimum and maximum sizes, paper stock and binding requirements.

**SIZES:** 2- or 4-Page Tabloid Insert: 11<sup>1</sup>/<sub>4</sub>" x 14"  
 2- or 4-Page A-size Insert: 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"

Larger sizes upon request.

Inserts to be supplied folded with a minimum of <sup>3</sup>/<sub>8</sub>" lip or a maximum <sup>7</sup>/<sub>8</sub>" lip.

**TRIMMING:** <sup>1</sup>/<sub>8</sub>" will be trimmed off head only.

**STOCK:** 70 lb. minimum, 100 lb. text maximum.

**QUANTITY:** Consult production manager.

**Copy Clearance:** All inserts subject to approval by editor. Copy should be supplied to production manager prior to printing inserts. Allow three weeks for approval.

**SHIPPING:**

Advertising contracts, insertion orders and all materials pertinent to AUANews:

**AUANews (Issue Date)**  
 David Bubbins • The Walchli Tauber Group, Inc.  
 2225 Old Emmorton Road • Suite 201 • Bel Air, MD 21015  
 Phone: (443) 512-8899 Ext. 115 • Fax (443) 512-8909

**SHIP INSERTS TO:**

**AUANews (Label packages clearly with issue date and quantity)**  
 Cadmus Speciality Publications • Attn: Receiving Department  
 1991 Northampton Street • Easton, PA 18042

**ISSUANCE AND CLOSING**

**ESTABLISHED:** 1996

**FREQUENCY:** 12 times per year

**MAILING DATE & CLASS:** 3rd Class Mail.

**CLOSING DATES:**

<b>Issue Date</b>	<b>Space Closing</b>	<b>Material Due</b>	<b>Inserts Due</b>
January	12/4	12/11	12/28
February (convention)	1/4	1/15	1/28
March (convention)	2/2	2/11	2/25
April (convention)	3/2	3/11	3/25
May	4/5	4/14	4/26
June	5/3	5/13	5/27
July	6/1	6/10	6/24
August	7/2	7/12	7/26
September	8/3	8/12	8/26
October	9/3	9/15	9/29
November	10/1	10/11	10/25
December	11/2	11/10	11/24

Cancellations cannot be accepted later than one week after space reservation date. Publication set copy, one week before closing date for space.

**EDITORIAL**

**SPECIAL ISSUE:** The **February and March** issues are the pre-convention issues for the AUA meeting, which will be held May 29–June 3 in San Francisco.

**GENERAL EDITORIAL DIRECTION:** Articles written by urologists for urologists. Clinical and socioeconomic topics relative to urology.

**ORIGIN OF EDITORIAL:** All articles are originally submitted by invitation of the editor.

**GENERAL INFORMATION**

**REQUIREMENTS FOR ADVERTISING ACCEPTANCE:** Subject to approval by editor. New copy to be received by the publisher two weeks before closing date.

**NEW PRODUCT RELEASE:** Yes

**AD PLACEMENT POLICY:** Interspersed

**CIRCULATION**

September 2009

**Paid Distribution:**

Total Paid and Controlled	16,578
Total Free	<u>125</u>
	16,703

**Territorial Distribution:**

Total Foreign	4,284
Total U.S.	<u>12,294</u>
	16,578

**MECHANICAL REQUIREMENTS**

**AD & BLEED SIZES:**

	Ad Size		Bleed Size	
	Width	Depth	Width	Depth
Tabloid Page	10" x	12 1/2"	11 1/4" x	14"
3/4 Page	10" x	9 1/2"	-- x	--
1/2 Island	7 1/2" x	9 1/2"	8" x	10"
1/2 Page V	4 3/4" x	13"	-- x	--
1/2 Page H	10" x	6 1/4"	-- x	--
1/4 Page V 1 Col	2 1/4" x	12 1/2"	-- x	--
1/4 Page V Box	4 3/4" x	6 1/4"	-- x	--
1/8 Page V	2 1/4" x	12 1/5"	-- x	--
<b>Final Trim Size</b>	<b>10 7/8" x</b>	<b>13 1/2"</b>		

*All printer's marks must be placed outside of the bleed area.*

**PAPER STOCK:** 60lb. coated enamel. 4-Color Process available.

**TYPE OF BINDING:** Saddle-wired

**HALF-TONE SCREEN REQUIREMENTS:** Covers, inside, 4-color process: 133 line screen, maximum 150.

**SUBMISSION OF ADS:**

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

- All ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group FTP site at ftp2.wt-group.com — user: wtgroupftp, password: sendfiles
- Find the folder for AUANews and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to david.bubbins@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to david.bubbins@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques. Ship 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.

**DISPOSITION OF MATERIAL:** Destroyed after one year. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.