

# JOURNAL OF THE AMERICAN PODIATRIC MEDICAL ASSOCIATION, INC.

**PUBLISHER**

American Podiatric Medical Association  
9312 Old Georgetown Road  
Bethesda, MD 20814-1621  
(301) 571-9200

**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  
Web Site: www.wt-group.com

**GENERAL INFORMATION****ISSUANCE**

Frequency: 6 times a year. Average issue size is 120 pages

Mail class, mailing cover: second-class mail; mails bare

**ESTABLISHED 1907****ORGANIZATION AFFILIATION**

Official Journal of the American Podiatric Medical Association

**SUBSCRIPTION DATA**

Rates: single copy price \$40.00

**INDIVIDUAL:**

Domestic - Print & Online: \$195  
Foreign - Print & Online: \$230  
Domestic - Online Only: \$145  
Foreign - Online Only: \$170

**INSTITUTIONAL:**

Domestic - Print & Online: \$195  
Foreign - Print & Online: \$230  
Domestic - Online Only: \$175  
Foreign - Online Only: \$210

A subscription is included in the annual membership dues of the American Podiatric Medical Association. Number of issues sent after subscription expiration: none. Annual percentage of subscription renewals: 95%.

**SPECIAL ISSUES**

APMA Annual Scientific Meeting Issue is published as the **May/June issue**. Occasional issues devoted to specific subjects. Information available on request.

**EDITORIAL FOCUS**

Original articles, clinical reports, book reviews, special communications, editorials.

**REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING**

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

**PLACEMENT POLICY FOR ADVERTISING**

Interspersed.

**SERVICES TO ADVERTISERS****Availability of Editorial Reprints:**

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

**Availability of Mailing List:**

Contents must have approval of publisher. Rates supplied on request. *Direct all inquiries for above to:* The American Podiatric Medical Association, 9312 Old Georgetown Road, Bethesda, MD 20814-1621.

**STAFF**

**Managing Editor:** Noelle A. Boughanmi, MS

**Editor:** Warren S. Joseph, DPM

**Advertising Representatives:**

David Baker (443) 512-8899 ext. 105  
E-mail: david.baker@wt-group.com

Steve Tauber (443) 512-8899 ext. 103  
E-mail: stephentauber@wt-group.com

**Production Manager:**

David Bubbins (443) 512-8899 ext. 115  
E-mail: david.bubbins@wt-group.com

**CIRCULATION****CIRCULATION****May/June 2009**

Total 13,320

**CIRCULATION VERIFICATION**

USPS statement.

**CLOSING DATES**

Month	Space Reservations	Ad Material
January	12/7	12/14
March	2/8	2/15
<b>May</b>	<b>4/7</b>	<b>4/12</b>
July	6/7	6/14
September	8/6	8/13
November	10/6	10/11

Publication in bold is convention issue.

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

**RATES****GENERAL ADVERTISING RATES**

(Effective January 2010)

Frequency	Full page	1/2 page	1/4 page
<b>1 Time</b>	\$1,750	\$1,285	\$875
<b>6 Times</b>	1,415	980	705
<b>12 Times</b>	1,325	875	645
<b>24 Times</b>	1,250	815	—

**EARNED RATES**

Based upon accumulated space during 12-month period. Ad units run in either *Journal of the American Podiatric Medical Association* or *APMA News* 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: \$885  
b. **Matched Color** per page: \$620  
c. **Standard Color** per page: \$490

**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)**

- a. **2nd Cover:** earned rate plus 25%  
b. **3rd Cover:** earned rate plus 25%  
c. **4th Cover:** earned rate plus 50%  
d. **Page Facing First Text:** earned rate plus 25%  
e. **Page Facing 2nd Cover:** earned rate plus 25%

**SPECIAL POSITIONING**

Rates upon request for unusual positioning.

## AGENCY COMMISSION

15%. 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		Bleed	
	Width	Depth	Width	Depth
Full Page	7"	x 10"	8 3/8"	x 11 1/8"
1/2 Page H	7"	x 5"	8 3/8"	x 5 1/2"
1/2 Page V	3 1/2"	x 10"	4 1/4"	x 11 1/8"
1/4 Page	3 1/2"	x 5"	—	x —

**NOTE:** All 1/2-page and 1/4-page advertisements, or partial advertisements, must include a continuous rule around the advertisement.

### TRIM SIZE

- Journal trims 3/16" off top, 1/8" bottom, gutter and outside edge.
- Final trim size of publication is 8 1/8" 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

Covers, inside, 4/color process:  
133-150 line screen

### REPRODUCTION REQUIREMENTS

*The Journal of the American Podiatric Medical Association* is produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- 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 *The Journal of the American Podiatric Medical Association* 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.

### PAPER STOCK

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

### TYPE OF BINDING

Perfect

### 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.
- 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 insert.
- Stock:** 70 lb. minimum, 100 lb. text maximum
- Quantity:** 15,000
- Copy Clearance:** All inserts subject to 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 1 page. Please check with the production manager for minimum and maximum sizes, paper stock and binding requirements.

### DISPOSITION OF REPRODUCTION MATERIAL

Destroyed after one year.

### ADDRESSES FOR MAILING AND SHIPPING

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

#### Journal of the American Podiatric Medical Association (*Issue Date*)

The Walchli Tauber Group, Inc.  
2225 Old Emmorton Road  
Suite 201  
Bel Air, MD 21015

FOR INSERTS:

#### Journal of the American Podiatric Medical Association (*Issue Date & Quantity*)

c/o Bill Tofflemire  
Account Manager  
Allen Press, Inc.  
810 East 10th Street  
P.O.Box 368  
Lawrence, KS 66044-0368

# 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 uncancelled 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 advertisements placed.