Society Affiliation: Association of Diabetes Care and Education Specialists (ADCES)

Readership profile: The Diabetes Educator is read by registered nurses, nurse practitioners, registered pharmacists, registered dietitians, exercise specialists, and other members of ADCES.

Editor: James Fain, PhD, RN, BC-ADM, FAAN, FADE

The Diabetes Educator (TDE) is the official journal of the Association of Diabetes Care and Education Specialists (ADCES). As a peer-reviewed publication, it includes original research, perspectives in practice, and application in areas such as nutrition, pharmacy, psychosocial aspects of diabetes, and health care policy. Subscription to The Diabetes Educator is an ADCES member benefit.

Founded in 1973, ADCES is a multi-disciplinary professional membership organization dedicated to improving diabetes care through innovative education, management and support. With more than 14,000 professional members, ADCES has a vast network of practitioners working with people who have, are affected by, or are at risk for diabetes. ADCES assists its members and the larger healthcare community in treating people with diabetes and those who are at risk for developing diabetes.

Journal Information

Print

Circulation: 14,090
Frequency: This journal is published 6 times per year

Online

http://journals.sagepub.com/home/tde

Advertising Rates & Information

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservations</th>
<th>Materials closing</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>16-Dec-19</td>
<td>23-Dec-19</td>
<td>01-Jan-20</td>
</tr>
<tr>
<td>April</td>
<td>18-Feb-20</td>
<td>25-Feb-20</td>
<td>05-Mar-20</td>
</tr>
<tr>
<td>June</td>
<td>14-Apr-20</td>
<td>21-Apr-20</td>
<td>30-Apr-20</td>
</tr>
<tr>
<td>August</td>
<td>16-Jun-20</td>
<td>23-Jun-20</td>
<td>02-Jul-20</td>
</tr>
<tr>
<td>October</td>
<td>18-Aug-20</td>
<td>25-Aug-20</td>
<td>03-Sep-20</td>
</tr>
</tbody>
</table>

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

- Inside Front Cover: Earned B&W rate + 35%
- Inside Back Cover: Earned B&W rate + 25%
- Back Cover: Earned B&W rate + 50%
- Facing Table of Contents: Earned B&W rate + 30%
- Facing First Text Page: Earned B&W rate + 25%
- Other Specified Positions: Earned B&W rate + 15%

Print advertising rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$3,115</td>
<td>$3,059</td>
<td>$2,997</td>
<td>$2,606</td>
<td>$2,477</td>
<td>$2,184</td>
</tr>
<tr>
<td>½ page</td>
<td>$2,490</td>
<td>$2,445</td>
<td>$2,125</td>
<td>$2,020</td>
<td>$1,815</td>
<td>$1,780</td>
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<tr>
<td>¼ page</td>
<td>$1,495</td>
<td>$1,465</td>
<td>$1,275</td>
<td>$1,210</td>
<td>$1,090</td>
<td>$1,185</td>
</tr>
</tbody>
</table>

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.
Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above) .......... $1,990

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

Event sponsorship: ADCES 2020 Annual Meeting: August 14-17, Atlanta, GA
**Digital Advertising**

**Website Banner Advertising:**
Interact with your audience online with a banner ad placed on a journal’s website.
- **A:** 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- **B:** 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- **C:** Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper Lower middle, right of page

**High Impact Banner Solutions:**
Enhance your digital advertising with these rich media options
- Video, Scrolling, and Expandable Options
- Interstitial Banner Ad
- Sticky Banner

**Other Digital Solutions:**
- Email Marketing: eTocs and OnlineFirst Alert Sponsorships
- Webinars: a custom digital event package that includes promotion and event hosting
- Microsites: custom package to host your content and SAGE content in one place
- Sponsored Digital Editions: options include single article, full issue, or custom article compilations


**Policy and Guidelines**

**Trim size:** 8.375 x 10.875  
**Binding:** Perfect Bind  
All advertising is subject to ADCES approval.
Ad dimensions are listed in inches.
All live copy should be no closer than ¼” from the trim.

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7.875 x 10.375</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3.675 x 10.375</td>
</tr>
<tr>
<td>½ page horizontal:</td>
<td>7.875 x 5</td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3.675 x 5</td>
</tr>
</tbody>
</table>

**REQUIREMENTS FOR ELECTRONIC DELIVERY**

**General Instructions**
A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and **900-1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

**Image Size/Crop**
Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

**Proof Instructions**

**Color Ads** An identifiable SWOP-certified proof (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

**B&W Ads** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

**File Submission Instructions**
Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

**THE DIABETES EDUCATOR (TDE) INSERTS**

**Tipped-in Inserts:**
All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8” trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8” from gutter. All live copy should be no closer than ¼” from the trim.
For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

**DIGITAL ADVERTISING DISCLAIMER:**
Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

**Contact Details**

**FOR DISPLAY AND CLASSIFIED ADVERTISING**
Amy Blackmore  
SAGE Publications  
Fax: (805) 375-5282  
Phone: (805) 410-7498  
E-Mail: amy.blackmore@sagepub.com

**FOR ARTWORK DELIVERY**
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
E-mail: advertising@sagepub.com

**PRE-PRINTED INSERTS**
(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Tina Pringle / Pam Hays  
Dartmouth Printing  
69 Lyme Road  
Hanover, NH 03755 USA  
Phone: (603) 643-2220

**FOR REPRINT AND SUPPLEMENT SALES**
Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7763  
Fax: (805) 410-7009  
E-Mail: reprint@sagepub.com