ADVERTISING OPPORTUNITIES WITH
AMERICAN ASSOCIATION OF DIABETES EDUCATORS

All Advertising subject to AADE approval.

THE DIABETES EDUCATOR 2017 ADVERTISING RATES

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>B&amp;W</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>$2,660</td>
<td>$2,130</td>
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<tr>
<td>½ page</td>
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<td>$1,725</td>
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<tr>
<td>¼ page</td>
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<td>$1,090</td>
<td>$1,725</td>
<td>$1,555</td>
<td>$935</td>
<td>$915</td>
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</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
1/2 or 1/4 page 4-Color charge (in addition to B&W rate above) $1,100

AGENCY COMMISSION: 15%

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

AADE IN PRACTICE 2017 ADVERTISING RATES

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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%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company’s business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

THE DIABETES EDUCATOR 2017 DEADLINES

February
Space reservation due: 12/15/2016
Materials due: 12/22/2016
Inserts due: 1/5/2017

April
Space reservation due: 2/15/2017
Materials due: 2/23/2017
Inserts due: 3/6/2017

June
Space reservation due: 4/13/2017
Materials due: 4/20/2017
Inserts due: 5/1/2017

August
Space reservation due: 6/14/2017
Materials due: 6/21/2017
Inserts due: 6/30/2017

October
Space reservation due: 8/16/2017
Materials due: 8/23/2017
Inserts due: 9/1/2017

December
Space reservation due: 10/12/2017
Materials due: 10/19/2017
Inserts due: 10/30/2017

AADE IN PRACTICE 2017 DEADLINES

January
Space reservation due: 11/17/2016
Materials due: 11/28/2016
Inserts due: 12/7/2016

March
Space reservation due: 1/19/2017
Materials due: 1/26/2017
Inserts due: 2/6/2017

May
Space reservation due: 3/16/2017
Materials due: 3/23/2017
Inserts due: 4/3/2017

July
Space reservation due: 5/17/2017
Materials due: 5/24/2017
Inserts due: 6/5/2017

September
Space reservation due: 7/13/2017
Materials due: 7/20/2017
Inserts due: 7/31/2017

November
Space reservation due: 9/14/2017
Materials due: 9/21/2017
Inserts due: 10/2/2017
GENERAL INFORMATION

ABOUT AADE
Founded in 1973, AADE 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 including nurses, dietitians, pharmacists, exercise specialists, and others, AADE has a vast network of practitioners working with people who have, are affected by or are at risk for diabetes.

Diabetes self-management training, also called diabetes education, gives people with diabetes the knowledge and skills to be able to effectively manage their diabetes on a daily basis. Through a collaborative process, diabetes educators help their patients identify barriers, facilitate problem solving and develop coping strategies.

AADE assists its members and the larger healthcare community in treating people with diabetes and those who are at risk for developing diabetes. This is accomplished with a dynamic organizational structure and a strong mission and goals.

AADE’S MISSION
Empower diabetes educators to expand the horizons of innovative education, management and support.

ABOUT TDE
The Diabetes Educator is the official journal of the American Association of Diabetes Educators. A peer-reviewed publication, it includes original research, perspectives in practice, and application in such areas as nutrition, pharmacy, psychosocial aspects of diabetes, and health care policy. Subscription to The Diabetes Educator is an AADE member benefit.

The Diabetes Educator only publishes original articles. Prospective authors should consult the Manuscript Submission Guidelines for additional guidance.

EDITOR-IN-CHIEF
James A. Fain, PhD, RN, BC-ADM, FAAN, FAADE

ASSOCIATE EDITOR
Virginia Peragallo-Dittko, MA, RN, BC-ADM, CDE, FAADE

CIRCULATION: 14,690

ABOUT AADE in Practice
AADE in Practice is the official magazine of the American Association of Diabetes Educators. It is a peer-reviewed publication dedicated to providing practical tools and strategies that directly apply current research and best practices.

AADE in Practice only publishes original articles. Prospective authors should consult the Manuscript Submission Guidelines for additional guidance.

EDITOR-IN-CHIEF
Teresa L. Pearson, MS, RN, CDE, FAADE

ASSOCIATE EDITOR
Karol Carstensen

CIRCULATION: 14,120
ADVERTISING OPPORTUNITIES WITH AMERICAN ASSOCIATION OF DIABETES EDUCATORS

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AADE READERSHIP PROFILE

TOTAL PAID CIRCULATION:
14,690 (INCLUDES ALL MEMBERS OF AADE)

- The Diabetes Educator and AADE in Practice give you access to the largest concentration of diabetes education professionals.
- Diabetes educators are smart buyers seeking product information for their patients.
- Diabetes educators are on the front lines with patients and are considered a primary source of diabetes-related information.
- Diabetes educators surpass physicians in one-on-one quality time spent with patients

OUR READERS WILL SEE YOUR AD AND RESPOND TO YOUR AD...

- 74% say industry ads are “valuable”
- 84% refer to back issues
- 83% share back issues with others
- 69% have responded to ads they have seen in The Diabetes Educator over the past 12 months
- 94% recommend specific products to their patients
- 73% learn about new products for diabetic patients through journal ads
- 82% prefer reading the The Diabetes Educator in print
- 42% visited a company’s website after seeing the ad in print
- 79% spend more than half an hour with the print edition
- 36% discussed the ad with others

OUR READERS SPEND QUALITY TIME WITH PATIENTS...

- Our readers see an average of 16 patients in a typical week.
- Our readers spend an average of 50 minutes with each patient.

WHO’S READING AADE PUBLICATIONS?

Who’s reading AADE Publications?

- Registered Nurse, 43%
- Nurse Practitioner, 9%
- Registered Pharmacists, 7%
- Registered Dietitian, 33%
- Other, 8%

Practice Setting

- Hospital, 29%
- Clinic/Office, 29%
- School/University, 3%
- Self-Employed, 9%
- Industry, 4%
- Public Health, 6%
- Other, 20%
ADVERTISING OPPORTUNITIES WITH
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2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
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</thead>
<tbody>
<tr>
<td>October</td>
<td>TDE AD PERCEPTION READER SURVEY</td>
<td>Free AD PERCEPTION READER SURVEY for all advertisers 1/2 page and larger</td>
</tr>
<tr>
<td></td>
<td>ADA 77th Scientific Sessions, June 9-13, San Diego, CA</td>
<td>Contact SAGE representative for details</td>
</tr>
<tr>
<td></td>
<td>AADE17 Annual Conference, August 4-7, Indianapolis, IN</td>
<td>Electronic Bonus Distribution Contact SAGE representative for details.</td>
</tr>
<tr>
<td></td>
<td>Food &amp; Nutrition Conference &amp; Expo (FNCE), October 21-24, Chicago, IL</td>
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</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8” w x 10 7/8” h

- Non-Bleed
  - Full page: 7” w x 10” h
  - ½ page horizontal: 7” w x 4 7/8” h
  - ½ page vertical: 3 3/8” w x 10” h
  - ¼ page vertical: 3 3/8” w x 4 7/8” h

- Bleed
  - Full Page Spread (Saddle Stitch):
    - Total Trim size= 16 3/4” w x 10 7/8” h (8 3/8” w x 10 7/8” h)
    - Bleed size= 17” w x 11 1/8” h
    - Safety= 16 1/4” w x 10 3/8” h

- Live matter: ¼” from trim
- Linescreen: 133-150

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. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS

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.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 4 1/4” x 6”.

Minimum paper weight is 7 pt. Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

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 INFORMATION

FOR ADVERTISERS A-I
Steve Clark
SAGE Publications
Phone: (805) 410-7078
Fax: (805) 375-5282
E: steve.clark@sagepub.com

FOR ADVERTISERS J-Z
Kristi Kenning
SAGE Publications
Phone: (805) 410-7639
Fax: (805) 375-5282
E: kristi.kenning@sagepub.com

FOR ARTWORK DELIVERY
Aline Lis
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7180
Fax: (805) 410-7009
E: advertising@sagepub.com

FOR 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) 410-7180
Fax: (805) 410-7009
E: reprint@sagepub.com