

**ADVERTISING OPPORTUNITIES WITH**  
**JOURNAL OF THE INTERNATIONAL ASSOCIATION OF PROVIDERS OF AIDS CARE**  
 Official Publication of the International Association of Providers of AIDS Care



*All Advertising subject to IAPAC approval.*

**2017 PRINT ADVERTISING RATES**

**DISPLAY AND CLASSIFIED**

B&W	1x	3x	6x	12x	24x
1 page	\$4,705	\$4,610	\$4,015	\$3,810	\$3,430
½ page	\$3,765	\$3,690	\$3,210	\$3,050	\$3,745
¼ page	\$2,260	\$2,215	\$1,925	\$1,830	\$1,650

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:** 4-Color charge (in addition to B&W rate above)..... \$2,600

**AGENCY COMMISSION:** 15%

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

**2017 DEADLINES**

**January/February**

Space reservation due:	11/30/16
Materials due:	12/7/16
Inserts due:	12/16/16

**March/April**

Space reservation due:	2/3/17
Materials due:	2/10/17
Inserts due:	2/22/17

**May/June**

Space reservation due:	4/3/17
Materials due:	4/10/17
Inserts due:	4/19/17

**July/August**

Space reservation due:	6/1/17
Materials due:	6/8/17
Inserts due:	6/19/17

**September/October**

Space reservation due:	8/3/17
Materials due:	8/10/17
Inserts due:	8/21/17

**November/December**

Space reservation due:	10/2/17
Materials due:	10/9/17
Inserts due:	10/18/17

**HIGH IMPACT PRINT OPPORTUNITIES**

**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

**Cover Tips:** An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

**Belly Bands:** Another exclusive visibility option. Your ad would wrap around the entire journal.

**Outserts:** Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

Inside Front Cover .....	Earned B&W rate + 35%	Facing Table Of Contents .....	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	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.

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**GENERAL INFORMATION**

**FREQUENCY:** 6 times/year

**PRINT CIRCULATION:** 5,260 (Including U.S. members of IAPAC)\*

**PUBLISHER:** SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320  
 USA. Phone: (805) 499-0721, Fax: (805) 410-7009

**EDITOR-IN-CHIEF:** Jose M. Zuniga, PhD, MPH

**ASSOCIATION AFFILIATION:** International Association of Providers of AIDS Care (IAPAC)

**ABOUT IAPAC**

The International Association of Providers of AIDS Care (IAPAC), formerly known as the International Association of Physicians in AIDS Care, represents a professional membership of more than 20,000-plus physicians, nurses, and allied health professionals in over 100 countries who collectively treat an estimated 13.1 million people living with HIV/AIDS. IAPAC's mission is to ensure that care, treatment, and support for HIV disease and co-morbid conditions, including viral hepatitis, is provided by clinicians armed with cutting-edge clinical expertise via a variety of means, including its official journal, the Journal of the International Association of Providers of AIDS Care (JIAPAC)\*.

**ABOUT THE JOURNAL**

**JIAPAC** is a peer-reviewed, Medline-indexed journal providing clinical management information to HIV-treating clinicians in the fields of HIV, malaria, tuberculosis, and viral hepatitis. JIAPAC features original research papers, letters to the editor, short communications, case studies, consensus statements, point-counterpoint articles, and editorials.

**GEOGRAPHIC BREAKDOWN OF PRINT CIRCULATION**

USA.....	98%
Rest of World.....	2%

**READERSHIP**

Readership includes physicians within the following specialties: family practice, immunology, infectious diseases, internal medicine, maternal medicine, nutrition, obstetrics and gynecology, oncology, pediatrics, pharmacology, preventive medicine, psychiatry, and public health. Other readers include allied health professionals (e.g., nurse practitioners, clinical pharmacists); and medical and nursing students. JIAPAC is also available in select hospitals, clinics, and AIDS service organizations.

- On average, IAPAC members have HIV patient caseloads greater than 50, annually attend three medical conferences, and represent a cross-section of the HIV-treating community.
- 78% of all U.S. members are ranked among the “top antiretroviral agent prescribers” in the United States.
- 45% of all U.S. members are treating HBV and HCV mono-infection and 81% are treating viral hepatitis coinfection with HIV.



**CREDENTIALS**

Physician.....	72%
Nurse/Nurse Practitioner.....	16%
Physician Assistant.....	5%
Pharmacist.....	4%
Other (e.g., Psychologists).....	3%

**PHYSICIAN SPECIALTIES**

Infectious Disease.....	51%
Internal Medicine.....	28%
Family Practice.....	9%
Hepatology.....	7%
Pediatrics.....	3%
Other.....	2%

**HIV PATIENTS LOAD PER MONTH**

\*The discrepancy in the membership number versus print circulation number is due to a sizable majority of developing world members accessing only the online version of JIAPAC.

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### ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	<b>Non-Bleed</b>	<b>Bleed</b>
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" 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](http://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 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 1/4" 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 DISPLAY AND CLASSIFIED ADVERTISING

Mac McKay  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 490-7420  
Fax: (805) 375-5282  
E-mail: [mac.mckay@sagepub.com](mailto:mac.mckay@sagepub.com)

#### FOR ARTWORK DELIVERY

Katie Waters  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: (805) 410-7219  
Fax: (805) 410-7009  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

#### PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)  
Ship To:  
Mary Heiliger  
CSR  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: (800) 635-7181 ext. 8145

#### 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](mailto:reprint@sagepub.com)