

ADVERTISING OPPORTUNITIES WITH THERAPEUTIC INNOVATION & REGULATORY SCIENCE

Official Journal of DIA

All Advertising subject to DIA approval.



2017 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED

	1x	3x	6x	12x	24x
1 page	\$3,865	\$3,785	\$3,485	\$3,310	\$2,980
½ page	\$3,090	\$3,030	\$2,785	\$2,645	\$2,380
¼ page	\$1,855	\$1,815	\$1,670		

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)..... \$1,600

AGENCY COMMISSION: 15%

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

2017 DEADLINES

January

Space reservation due:	11/22/2016
Materials due:	12/1/2016
Inserts due:	12/12/2016

March

Space reservation due:	1/26/2017
Materials due:	2/2/2017
Inserts due:	2/13/2017

May

Space reservation due:	3/27/2017
Materials due:	4/3/2017
Inserts due:	4/12/2017

July

Space reservation due:	5/24/2017
Materials due:	6/1/2017
Inserts due:	6/12/2017

September

Space reservation due:	7/27/2017
Materials due:	8/3/2017
Inserts due:	8/14/2017

November

Space reservation due:	9/28/2017
Materials due:	10/5/2017
Inserts due:	10/16/2017

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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DIA DEVELOP
INNOVATE
ADVANCE

GENERAL INFORMATION

ASSOCIATION AFFILIATION



ABOUT DIA

DIA is the global forum for knowledge exchange that fosters innovation to raise the level of health and well-being worldwide. DIA is a neutral, nonprofit organization with its global center located in Washington, DC, US and with regional offices covering North and South America (Horsham, Pennsylvania, US); China (Beijing); Europe, Middle East & Africa (Basel, Switzerland); India (Mumbai); and Japan (Tokyo).

DIA MISSION

DIA fosters innovation to improve health and well being worldwide by:

- Providing invaluable forums to exchange vital information and discuss current issues related to health products, technologies, and services;
- Delivering customized learning experiences;
- Building, maintaining, and facilitating trusted relationships with and among individuals and organizations that drive and share DIA values and mandates; and
- Offering a multidisciplinary neutral environment, respected globally for integrity and relevancy.

DIA VISION

- DIA is your essential partner in catalyzing knowledge creation and sharing to accelerate health product development.

*DIA members receive **Therapeutic Innovation & Regulatory Science** as a benefit of membership.*

ABOUT THE JOURNAL

Therapeutic Innovation & Regulatory Science (TIRS) is the official scientific journal of DIA that strives to advance medical product discovery, development, regulation, and use through the publication of peer-reviewed original and review articles, commentaries and letters to the editor across the spectrum of converting biomedical science into practical solutions to advance human health.

Therapeutic Innovation & Regulatory Science is printed and delivered, and is also digitally delivered, to members six times a year.

READERSHIP

Professionals, from entry level to expert, in the pharmaceutical, biotechnology, medical devices, government, support services/products, academia, and healthcare delivery industries.

FREQUENCY: Six times/year

PRINT CIRCULATION: 8,810 Paid.



TOPICS IN THE JOURNAL

- Biostatistics
- Clinical Trials
- Product Development and Innovation
- Global Perspectives
- Policy
- Regulatory Science
- Product Safety
- Special Populations

2017 SPECIAL SECTIONS

ISSUE	THEME
TBD	Right to Try
TBD	Clinical Pharmacology

Additional Special Sections may be finalized throughout the year, please contact your SAGE Representative for details

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2017 SPECIAL EVENTS AND OPPORTUNITIES

ISSUE	EVENT AND OPPORTUNITY	DETAILS
	DIA Annual EuroMeeting, March 29-31, Glasgow, United Kingdom	Contact SAGE Representative for details
	DIA US Meeting, June 18-22, Chicago, IL	Contact SAGE Representative for details

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 10 7/8" h

	Non-Bleed	Bleed
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) 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 5" x 7".

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

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FOR ARTWORK DELIVERY

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2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7356
Fax: (805) 410-7009
Email: 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
Email: reprint@sagepub.com