



The Pain Practitioner

The official magazine of the
AMERICAN ACADEMY OF PAIN MANAGEMENT

2010 Advertising RATES

Editorial Calendar 2010

Each issue of *The Pain Practitioner* offers a variety of pain management editorial topics, with one focus topic. Focus topics for 2010 are:
Spring: Central Sensitization Syndromes • Summer: Practice Management Review • Fall: Prescribing Update • Winter: Clinical Meeting Review

Each issue of *The Pain Practitioner* also contains editorials based on the top preferences of our membership:
Low Back Pain • Neuropathic Pain • Fibromyalgia • Complex Regional Pain Syndromes • Headache

Publisher

The American Academy of Pain Management
13947 Mono Way Suite A • Sonora, CA 95370
209-533-9744 phone • 209-533-9750 fax

Product and Advertising Sales

Jillian Manley, Director of Sales and Marketing
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Sheila Miller, Account Manager
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Editorial

The Pain Practitioner, the quarterly magazine of the American Academy of Pain Management, provides clinicians who treat people with pain with current, useful, and interesting information on a variety of pain management topics. Every issue also includes updates, legislative/policy, resources, and advocacy information.

Affiliation

American Academy of Pain Management • Established 2004

Subscription Rates

(Based on 1 year) Domestic: \$35 • International \$55

Publishing Staff

Executive Director/Editor-in-Chief: Lennie Duensing, MEd
Director of Education/Editor: Debra Nelson-Hogan
Director of Publications/Designer: Carol Harper, MA
Director of Sales and Marketing/Advertising: Jillian Manley
Account Managers/Advertising: Sheila Miller
Editorial Assistant: Katie Aker

Publication Details

Circulation: 10,000 per quarter. Each issue is posted in full on the Academy website at www.aapainmanage.org/literature/PainPrac.php, where it has a potential reach of 30,000 per month. Each issue of *The Pain Practitioner* contains a directory of advertisers, which includes your company name, product name, website, phone number, and the page on which your advertisement appears.

Audience: Clinicians who treat patients with pain

Frequency: Quarterly

Issue Months: March, June, September, December

Mailing Dates: Last week of issue month

Agency Discount: 15%

Bonus Distribution

American Academy of Pain Management, Las Vegas (September 2010)

Policy on Advertising Placement

Advertising precedes and follows editorial.

Acceptance of Advertising:

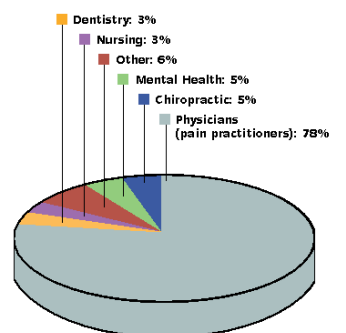
The publisher and editor reserve the right to reject advertising for any reason. The advertiser must comply with all applicable laws, rules, and regulations. If an ad is rejected, new copy must be submitted by ad space closing deadline.

Contacts

Supported Educational Supplements:
Debra Nelson-Hogan • 212-532-4794
Email: dhogan@seersha.com

Corporate Membership, Exhibits,
and Conference Support:
Jillian Manley • 209-533-9744
Email: jillian@aapainmanage.org

Circulation by Specialty



Total Circulation 10,000

Closings

Dates are subject to change. No cancellations are accepted after closing date.

Volume/Issue	Publication/Month	Ad Space Closing	Ad Materials Deadline
20 (1)	Spring/March	2/10/2010	2/24/2010
20 (2)	Summer/June	5/13/2010	5/27/2010
20 (3)	Fall/September	7/23/2010	8/06/2010
20 (4)	Winter/December	11/05/2010	11/19/2010



Rates: Effective January, 2010

Rates are based on total units earned during a 12 month period.

4-Color only	1x	2x	3x	4x	5x	6x	7x	8x
Full Page	\$2,590	\$2,525	\$2,462	\$2,401	\$2,341	\$2,282	\$2,225	\$2,169
½ Page	\$1,990	\$1,940	\$1,892	\$1,850	\$1,804	\$1,759	\$1,715	\$1,675
¼ Page	\$1,725	\$1,682	\$1,640	\$1,599	\$1,559	\$1,520	\$1,482	\$1,445
Directory ¼ Page	\$ 920	\$ 897	\$ 875	\$ 853	\$ 831	\$ 811	\$ 790	\$ 771
Classified	\$40 insertion fee \$5 per line (60 Characters per line including spaces)							
Website Listing	Web listing available for \$200 per month							

Preferred Position Rates

4-Color only	1x	2x	3x	4x
2nd Cover (Inside front)	\$3,450	\$3,364	\$3,280	\$3,198
3rd Cover (Inside back)	\$3,450	\$3,364	\$3,280	\$3,198
4th Cover (Back)	\$3,680	\$3,588	\$3,498	\$3,411
Page Facing 2nd Cover	\$3,450	\$3,364	\$3,280	\$3,198

Belly Bands

quantity: 11,000 \$6,500 net

Cover Tip

quantity: 11,000 \$6,500 net

Publication Specifications

Printing Process: Sheetfed offset

Color: 4-color process throughout

Paper Stock: 70lb. gloss book, 80lb. gloss cover

Binding: Saddlestitch

Trim Size: 8 1/2 x 11

Artwork

A hard copy, contract color quality proof must be provided with all supplied digital ad files.

File Format: Recommended format is PDF images minimum 300dpi (1200dpi for line art). Press-ready Adobe PDF files, created in Acrobat Distiller, with all fonts and high-res images embedded, are preferred.

Line Art: Line art such as logos must be submitted as vector artwork should be in EPS format. All text must be saved as outlines.

Inserts

quantity:11,000	1x	2x	3x	4x
2-page insert	\$ 3,450	\$ 3,364	\$ 3,280	\$ 3,198
4-page insert	\$ 6,900	\$ 6,728	\$ 6,560	\$ 6,396
6-page insert	\$10,350	\$10,092	\$ 9,840	\$ 9,594
8-page insert	\$13,800	\$13,456	\$13,120	\$12,792

Inserts are due 5 days after materials due date. Maximum insert weight 80 lb. Delivery size should be 1/8" beyond trim lines and not folded if a spread. Send inserts to: Willey Printing Co., 1405 10th Street Modesto, CA 95354.

Mechanical Requirements

Ad Size	Non-Bleed	With Bleed
Full Page	7 7/8 x 9 3/4	8 5/8 x 11 1/4
½ Page	7 7/8 x 7 1/2	8 5/8 x 7 5/8
¼ Page Horizontal	7 7/8 x 4 1/2	8 5/8 x 4 5/8
¼ Page Vertical	3 1/2 x 9 3/4	
¼ Page	3 1/2 x 4 1/2	
¼ Page	3 1/2 x 2 3/8	
Back cover	7 x 7 7/8	8 5/8 x 8

(Back cover is not a full page due to mailing label at bottom of page.)

Acceptable Media: CD or DVD, email (Stuffit or ZIP compressed to under 10MB).

Art may be sent by email attachment to the advertising manager if the file does not exceed 10MB. If over 10MB, mail on CD or DVD.

Mail artwork to: Sheila Miller, 13947 Mono Way, Suite A, Sonora, CA 95370.