



## 2012 EUROPE RATES, SPECIFICATIONS & GENERAL INFORMATION



The NEW ENGLAND  
JOURNAL of MEDICINE

NEJM.ORG

Effective January 1, 2012

### 2012 NEJM RUN-OF-BOOK RATES

PAGE SIZE	Black and White (Rates are in US dollars)								
	1x	6x	12x	24x	52x	78x	104x	130x	156x
FULL	\$3,022	\$2,935	\$2,813	\$2,675	\$2,564	\$2,440	\$2,330	\$2,205	\$2,199
HALF	1,817	1,749	1,694	1,540	1,540	1,540	1,540	1,540	1,540
QUARTER	1,026	995	952	921	921	921	921	921	921
EIGHTH	606	587	556	544	544	544	544	544	544

#### COLOUR RATES

Matched colours . . . . .	\$799
Four colours . . . . .	\$1,097

#### PREFERRED POSITION RATES\*

Second cover . . . . .	25%
Facing second cover . . . . .	25%
Facing "Perspective" . . . . .	25%
Facing last text . . . . .	25%
Third cover . . . . .	25%
Fourth cover . . . . .	50%

Only four-colour ads will be accepted for Preferred Positions.

\* Premiums on black and white rates only.

#### PRODUCTION CHARGES TYPESETTING

Full page . . . . .	\$230
1/2 page . . . . .	\$165
1/4 page . . . . .	\$115
1/8 page . . . . .	\$90
Press stop . . . . .	\$420
Plate change (per colour) . . . . .	\$200
Bindery stop . . . . .	\$250

### CIRCULATION AS OF JULY 2011: 16,900

Albania, Andorra, Austria, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Portugal, San Marino, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom



Effective January 1, 2012

ISSUE DATE	CLOSING DATE FULL PAGE+	FRACT. ADS & MATERIALS DUE	ISSUE DATE	CLOSING DATE FULL PAGE+	FRACT. ADS & MATERIALS DUE
Jan. 5	Dec. 5	Dec. 9*	July 5	June 5	June 11
Jan. 12	Dec. 12	Dec. 16*	July 12	June 12	June 18
Jan. 19	Dec. 19	Dec. 23*	July 19	June 19	June 25
Jan. 26	Dec. 27*	Dec. 30*	July 26	June 26	July 2
Feb. 2	Jan. 3*	Jan. 9	Aug. 2	July 2	July 9
Feb. 9	Jan. 9	Jan. 16	Aug. 9	July 9	July 16
Feb. 16	Jan. 16	Jan. 23	Aug. 16	July 16	July 23
Feb. 23	Jan. 23	Jan. 30	Aug. 23	July 23	July 30
March 1	Feb. 1	Feb. 6	Aug. 30	July 30	Aug. 6
March 8	Feb. 8	Feb. 13	Sept. 6	Aug. 6	Aug. 13
March 15	Feb. 15	Feb. 20	Sept. 13	Aug. 13	Aug. 20
March 22	Feb. 22	Feb. 27	Sept. 20	Aug. 20	Aug. 27
March 29	Feb. 29	March 5	Sept. 27	Aug. 27	Sept. 3
April 5	March 5	March 12	Oct. 4	Sept. 4	Sept. 10
April 12	March 12	March 19	Oct. 11	Sept. 11	Sept. 17
April 19	March 19	March 26	Oct. 18	Sept. 18	Sept. 24
April 26	March 26	April 2	Oct. 25	Sept. 25	Oct. 1
May 3	April 3	April 9	Nov. 1	Oct. 1	Oct. 8
May 10	April 10	April 16	Nov. 8	Oct. 8	Oct. 15
May 17	April 17	April 23	Nov. 15	Oct. 15	Oct. 22
May 24	April 24	April 30	Nov. 22	Oct. 22	Oct. 29
May 31	May 1	May 7	Nov. 29	Oct. 29	Nov. 5
June 7	May 7	May 14	Dec. 6	Nov. 6	Nov. 12
June 14	May 14	May 21	Dec. 13	Nov. 13	Nov. 19
June 21	May 21	May 28	Dec. 20	Nov. 20	Nov. 26
June 28	May 28	June 4	Dec. 27	Nov. 27	Dec. 3

The New England Journal of Medicine is published every Thursday by the Massachusetts Medical Society. Full page run-of-book ads close one month prior to publication date. For fractional units, closing is 24 days prior to issue date.

\* Special closing date



**AD PAGE SIZES**

AD PAGE	WIDTH X HEIGHT		
	MILLIMETRES	PICAS	INCHES
FULL	178 x 254	42 x 60	7 x 10
HALF (HORIZONTAL)	178 x 124	42 x 29-1/2	7 x 4-7/8
HALF (VERTICAL)	82 x 254	20 x 60	3-1/4 x 10
QUARTER	82 x 124	20 x 29-1/2	3-1/4 x 4-7/8
EIGHTH	82 x 51	20 x 14	3-1/4 x 2-1/4

**BLEED SIZES**

Full page . . . . . 205 x 277 mm (8" x 10-3/4")  
 Fractional pages . . . . . 205 x 139 mm (8" x 5 -1/2")  
 or 105 x 277 mm (4" x 10-3/4")  
 Gutter bleed . . . . . 205 x 277 mm (8" x 10-3/4")  
 Trim size of publication . . . . . 200 x 267 mm  
 (7-7/8" x 10-1/2")  
 Margin for live matter . . . . . 13 mm (1/2") on all edges

**PAPER STOCK/BINDING**

45 GSM (27#). Saddle stitched.

**HALFTONE SCREEN**

60 screen (lines per centimetre) preferred.

**FOUR COLOUR SCREEN**

60 screen (lines per centimetre) preferred, or 150 screen (lines per inch). Sum of percentages of tone values should not exceed 320%. Maximum screen tone value for every colour: 85%.

**PRODUCTION REQUIREMENTS**

Please see enclosed digital advertising specification guidelines.

**INSERTIONS / CANCELLATIONS**

Insertion orders, cancellations, and special instructions may be transmitted via fax. Call to confirm receipt – the fax number is +1 781 893 5003. No ad will be run without a written insertion order.

Cancellations must be received in writing 28 days before issue date for full-page run of book ads. Cancellations received after this date are subject to full space charges up to a four-page unit.

Send contracts, insertion orders, other instructions, and publication set copy to:

**Ad Production**

The New England Journal of Medicine  
 860 Winter Street, Waltham, MA 02451-1413 USA  
 Fax: +1 781 893 5003  
 Email: [displayads@nejm.org](mailto:displayads@nejm.org)

Send materials to:

Attn: Martin Chatten  
 Wyndeham Heron, The Bentall Complex  
 Colchester Rd.  
 Heybridge Nr Maldon  
 Essex CM9 4NW  
 United Kingdom



### FILE FORMATS

Preferred format is PDF/X-1a. For creation and verification of PDF/X-1a files we recommend Enfocus Pitstop and Apago PDF/X Check-Up.

### FILE FORMAT REQUIREMENTS

All file types should be composite CMYK with 8-bit images.

### PAGE FORMAT

Provide single page, head up, full bleed. Marks should not encroach into bleed. File size needs to be 15 mm larger than final trim size on all four sides and include bleed, crop marks, and colour bar. Image needs to be centered within file page area.

### MINIMUM SIZE OF LINEWORK

- Single colour line: 0.10 mm
- Composite colour line: 0.20 mm
- Positive text single colour: 6 pt; composite colour: 9 pt
- Negative text san serif: 9 pt bold; serif: 12 pt bold

### BACKGROUND TINTS

- Maximum CMYK tint value is 240%
- Black backgrounds for full-colour production should preferably be composed of black (100%) and cyan (50%)

### CMYK LAYOUT

- The maximum CMYK tint value is 300%
- The maximum tint value of black is 95%
- Cut-out images: tint value at the edge to be at least 5%
- Images sensitive to register should be composed of the minimum possible number of separations – e.g., herringbone suits in single black
- For images with delicate details in the dark parts, the use of GCR with 40% UCA and a light curve for black is recommended, e.g., black clothing, audio equipment

### MEDIA

Mac CD preferred for all size ads.

### DIGITAL PROOFING

Proofs should be produced from the supplied file and should depict the name of the applied colour profile and a colour control bar.

### DISK DELIVERY

- Information with disc: repro house initials, file system specifications, disk contents
- Closed data: all files in root directory
- Open data to be subdivided into: documents folder, images folder, fonts folder

### MEDIA LABELING REQUIREMENTS

- Issue date
- Advertiser
- Agency name
- Contact person

### DISPOSITION OF AD MATERIALS

Furnished digital files will be held for one year after insertion and will then be destroyed unless otherwise notified.

### TRIM SIZE

Trim size of publication:  
200 x 267 mm (7-7/8" x 10-1/2")



1. All advertisements are subject to approval of the *New England Journal of Medicine* and *Journal Watch* (Publisher), which reserves the right to reject or cancel any ad at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.
4. Publisher will not be liable for any failure to publish any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines contact your Sales Director or visit [NEJMadsales.org](http://NEJMadsales.org).
7. Any references to Publisher or its products or services in advertisements, promotional material or merchandising by the advertiser or agency is subject to Publisher's written approval for such use.
8. All advertising contract position clauses are treated as requests. Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are past due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official name; the quantity of all active substances must be stated along with the recommended dosage. New ad copy and creative for pharmaceutical products should be sent to the advertising department. Please allow two weeks for clearance.
14. All advertisements must be clearly germane to the practice of medicine.
15. Advertiser represents and warrants that all advertisements and pharmaceutical products they advertise are compliant with all applicable laws, rules, and regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products (including NDA products) that are subject to US Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
16. RECRUITMENT ADS: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status or physical handicap will not be accepted. Non-US recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
17. ONLINE ADS ON NEJM.ORG AND JWATCH.ORG: Any use of NEJM trademarks or copyrighted material for links to and from Publisher's website must be approved in advance by Publisher. Any unauthorized linking is prohibited. Publisher does not endorse or support any product or organization linked to its website, nor is Publisher responsible for the content of any website promoted in an ad published in NEJM. Please visit [NEJMadsales.org](http://NEJMadsales.org) for further online advertising policies.

### ONLINE CANCELLATION POLICIES

Advertisers may cancel the entire Insertion Order, or any portion thereof, as follows:

- **Run-Of-Site Banner Programs** On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 21 days or more before the campaign start date. For cancellations made within 21 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.
- **Flat Fee-based or fixed-placement programs** (including but not limited to Sponsorships, Roadblocks, Specialty Packs, NEJM eTOC, Physicians First Watch, and all other email products): On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 30 days or more before the start date of the campaign. For cancellations made 30 to 15 days before the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made within 14 days of the start date, advertiser will be responsible for 100% of the campaign amount that was reserved for delivery.



860 Winter Street, Waltham, MA 02451-1413

Business hours: 8:00 am to 4:00 pm EST

### REGIONAL BUSINESS MANAGERS

Jed Clifton: +1 781 434 7322

Fax: +1 781 464 4824

jclifton@nejm.org

Hallie Kozlowski: +1 781 434 7838

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hkozlowski@nejm.org

### ADVERTISING PRODUCTION

Tel: +1 781 893 3800

Fax: +1 781 893 5003

Email: displayads@nejm.org

Director, Advertising Production

Mary Kaye Balacco: +1 781 434 7027

mbalacco@nejm.org

Senior Advertising Production Specialist

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### INTERNATIONAL SALES REPRESENTATIVES

#### ITALY

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Springer-Verlag Italia

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#### SPAIN

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#### UNITED KINGDOM

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