

## Advertising Fact Sheet 2010

**J. Michael Ryan Publishing, Inc.**  
24 Crescent Drive North  
Andover, New Jersey 07821-4000  
Telephone: 973-786-7777  
Facsimile: 973-786-7776

### General Information

#### Issuance

Frequency: Quarterly  
Type of Journal: peer-reviewed clinical journal, ads stacked  
Binding: Saddle stitched  
Mailing Class: Third class, mailed in polybag

#### Circulation

1200, paid (75% USA, 25% ROW)

#### Established

1997

#### Organizational Affiliation

Official publication of: The International Association for Dance Medicine & Science

#### Subscription Rates 2010 (Volume 14)

Individuals: US: \$95 International: \$115  
Institutions: US: \$130 International: \$145

#### Editorial Focus

Original articles focus on current clinical and experimental research, providing one source for up-to-date information drawn from: Physical Medicine and Rehabilitation, Physical Therapy, Sports Medicine and Surgery, General Medicine, Anatomy, Biomechanics, Dance Education, Kinesiology, Psychology, and Nutrition and Diet.

**Editors-in-Chief:** Ruth Solomon and John Solomon

#### Closing Dates

| <i>Issue<br/>Date/Number</i> | <i>Space<br/>Reservations</i> | <i>Ad<br/>Materials</i> |
|------------------------------|-------------------------------|-------------------------|
| March 15, (1)                | 1/7                           | 2/1                     |
| June 15, (2)                 | 4/7                           | 5/1                     |
| September 15, (3)            | 7/7                           | 8/1                     |
| December 15, (4)             | 9/7                           | 11/1                    |

Insertion orders must be received 3 weeks prior to closing.  
Cancellations are accepted 15 days prior to closing.

### General Advertising Rates

#### Black & White (Rates quoted per insertion)

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1 Time    | \$455     | \$295    | \$242    |
| 2 Times   | \$405     | \$254    | \$226    |
| 4 Times   | \$395     | \$220    | \$189    |

#### Color Rates (additional charge per page)

|              |        |
|--------------|--------|
| 4 Color:     | \$1205 |
| 2 Color:     | \$658  |
| Match Color: | \$839  |

#### Covers and special positioning (non-cancellable)

Cover 2: B&W rate plus 30%

Cover 3: B&W rate plus 20%

Cover 4: B&W rate plus 50%

If applicable, add color charges from Color Rates above.

Note Cover 4 is printed on 8pt coated stock and is film laminated. Covers 2 and 3 are uncoated. Advertising on covers 2 or 3 can be printed on coated stock; add \$275.

Rates available upon request for unusual positioning, gatefold or die-cut advertising.

#### Composition Charges

|           |       |
|-----------|-------|
| 1 page:   | \$320 |
| 1/2 page: | \$210 |
| 1/4 page: | \$175 |

The cost of scanning and placing artwork is \$15 per illustration for reflective art (photographs) and \$20 per illustration for transmissive art (slides).

#### Earned Rates

Earned rates are calculated based upon accumulated space in a 12-month period.

#### Inserts

Inserts of preprinted advertising material to be bound within the journal's pages are charged at the following rates:

2-page insert: 1.5 times earned B&W rate

4-page insert: 2 times earned B&W rate

Standard business reply card: at earned B&W rate

Larger business reply card: 1.5 times earned B&W rate

Larger inserts rates upon request

## **Outserts**

The journal can accommodate insertion of preprinted materials from advertisers. These inserts are placed loose within the clear plastic mailing envelope. Rates for the placement of outserts vary by the size and weight of the material and are available upon request.

## **Agency Commission**

Agency Commission is 15%. Color charges, position charges, and insert charges are commissionable. All other extra charges are non-commissionable.

## **Advertising Size Requirements**

---

**Journal Trim Size:** 8 1/2" x 11"

### **Full Page Advertisements**

- with full bleed: 8 3/4" x 11 1/4"
- without bleed, maximum size: 8" x 10 1/2"
- without bleed, minimum size: 7" x 9 1/2"

Note: advertisements without bleeds can range in size from the maximum to the minimum dimensions stated above. For pages without bleeds it is recommended that live matter be kept to a minimum of 1/2" from gutter and trimmed edges. It is the advertiser's responsibility to assure that live matter is appropriately positioned.

### **Half Page Advertisements**

- horizontal (wide): 7" x 4 5/8"
- vertical (1 column): 3 3/8" x 9 1/2"

### **Quarter Page Advertisements**

- one size only: 3 3/8" x 4 5/8"

### **Cover Advertisement**

- one size only, full bleed: 8 3/4" x 11 1/4"

### **Submission of Advertising Material**

The preferred format for submission is PDF.

### **Other Submission Formats**

- Negatives right reading, emulsion down; one piece films marked for color containing registration marks, center marks, and trim marks.
- Mechanicals or camera ready copy accepted for black and white ads and must include, registration marks, center marks, and trim marks. Material must indicate screens and second color, if any, and be pre-separated. Additional charges will be assessed for separating screens and second color.

### **Proofs**

All color ads must be accompanied by color proofs and progressives. Laser copy or photostats are acceptable for all black and white ads.

## **Halftone Screen**

Covers, inside, and all four color process: 133 line screen

## **Requirements for Acceptance of Advertising**

---

Insertion instructions shall include — name of the journal, name and address of the advertiser, date(s) to be inserted, size of advertisement, identification of advertisement along with a proof, and special instructions for placement, bleeds, color, etc.

Advertisements are subject to approval by the publisher. New copy to be received by the publisher two weeks prior to closing for review. The advertiser and agency agree to indemnify and hold the publisher and the International Association for Dance Medicine & Science harmless from all liability and expense arising from claims or actions as a result of the content of the advertisement. The publisher reserves the right to reject or discontinue any advertising; such right not to be deemed waived by acceptance or prior use of any advertising.

The publisher's liability for errors shall not exceed the charge for the insertion of the advertisement.

In the case of orders for multiple insertions, if change of copy is not received prior to closing for subsequent issues of the journal, the last copy run in a previous issue will be inserted.

## **Services to Advertisers**

---

Editorial reprints: the publishers supplies all reprints.  
Mailing list; the publisher supplies all mailing lists.

## **Address for Mailing and Shipping**

---

For contracts, insertion orders, instructions, and all electronic files (PDFs), films, mechanicals, and proofs:

James Costello  
J. Michael Ryan Publishing, Inc.  
Journal of Dance Medicine & Science  
24 Crescent Drive North  
Andover, New Jersey 07821-4000  
Telephone: 973-786-7777  
Facsimile: 973-786-7776

For inserts samples must be sent to the above address and the bulk of inserts forwarded to:

Journal of Dance Medicine & Science  
(Volume, Number, and Quantity of inserts)  
Mary Heiliger  
Sheridan Press  
450 Fame Ave  
Hanover, PA 17331