

ADVERTISING OPPORTUNITIES WITH AMERICAN SOCIETY FOR PARENTERAL & ENTERAL NUTRITION

All Advertising subject to A.S.P.E.N.'s approval.



2016 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x
1 page	\$2,940	\$2,880	\$2,505	\$2,380	\$2,140
½ page	\$2,350	\$2,305	\$2,005	\$1,905	\$1,715
¼ page	\$1,410	\$1,380	\$1,200	\$1,140	\$1,030

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)..... \$1,870

AGENCY COMMISSION: 15%

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

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.

JPEN 2016 DEADLINES

January

Space reservation due:	11/12/15
Materials due:	11/19/15
Inserts due:	11/26/15

February

Space reservation due:	12/10/15
Materials due:	12/17/15
Inserts due:	12/24/15

March

Space reservation due:	1/7/16
Materials due:	1/14/16
Inserts due:	1/21/16

May

Space reservation due:	3/11/16
Materials due:	3/18/16
Inserts due:	3/25/16

July

Space reservation due:	5/13/16
Materials due:	5/20/16
Inserts due:	5/27/16

August

Space reservation due:	6/8/16
Materials due:	6/15/16
Inserts due:	6/22/16

September

Space reservation due:	7/8/16
Materials due:	7/15/16
Inserts due:	7/22/16

November

Space reservation due:	9/9/16
Materials due:	9/16/16
Inserts due:	9/23/16

NCP 2016 DEADLINES

February

Space reservation due:	12/10/15
Materials due:	12/17/15
Inserts due:	12/24/15

April

Space reservation due:	2/8/16
Materials due:	2/15/16
Inserts due:	2/22/16

June

Space reservation due:	4/6/16
Materials due:	4/13/16
Inserts due:	4/20/16

August

Space reservation due:	6/10/16
Materials due:	6/17/16
Inserts due:	6/24/16

October

Space reservation due:	8/5/16
Materials due:	8/12/16
Inserts due:	8/19/16

December

Space reservation due:	10/5/16
Materials due:	10/12/16
Inserts due:	10/19/16

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DIGITAL OFFERINGS

JOURNAL WEBSITES

<http://pen.sagepub.com>

<http://ncp.sagepub.com>

ONLINE ADVERTISING RATES

Leaderboard (728 x 90).....\$75 CPM

Skyscraper (160 x 240).....\$75 CPM

Minimum buy: 10,000 impressions per month per banner

BANNER AD SPECIFICATIONS

Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF

Maximum banner size: 100K

All artwork is subject to review/acceptance by publisher prior to placement.

Third party ad tags accepted.

Exclusive visibility may be available in any of the locations. Please contact your representative.

Please note that some locations may not be available for all sites.

Banner advertising may be available across multiple publications. Please contact your representative.

Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

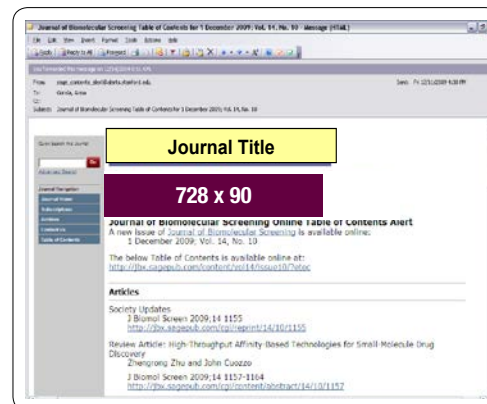
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.

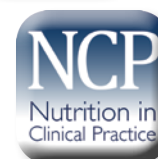


MOBILE APP MARKETING OPPORTUNITIES

A.S.P.E.N. APP - PRICING AND AD SPECIFICATIONS AVAILABLE UPON REQUEST!

Advertising is available for every issue of the A.S.P.E.N. App. Please contact your representative for pricing and details on any of the options with the A.S.P.E.N. App. Subject to Society approval.

Type of Ad Units	Description
App Banner	Banner ad appearing at the top of the issue thumbs view in the cover gallery
Interstitial Page	Ad that appears when a user clicks directly from the TOC to a page within the content – placement is random and price is for up to 10 articles
Special Insert Page	Special PDF page that can be located anywhere within the main publication page per editorial approval
Video Enhancement	Print advertisers can enhance print ad with video
Audio Enhancement	Print advertisers can enhance print ad with audio



Contact your A.S.P.E.N. Representative, Mac McKay at mac.mckay@sagepub.com or 805-490-7420, to learn how to deliver your product and services directly into the hands of this select audience!

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GENERAL INFORMATION

ABOUT A.S.P.E.N.

The American Society for Parenteral and Enteral Nutrition (A.S.P.E.N.) is dedicated to improving patient care by advancing the science and practice of clinical nutrition and metabolism. Founded in 1976, A.S.P.E.N. is an interdisciplinary organization whose members are involved in the provision of clinical nutrition therapies, including parenteral and enteral nutrition. With more than 5,000 members from around the world, A.S.P.E.N. is a community of dietitians, nurses, pharmacists, physicians, physician assistants, scientists, students and other health professionals from every facet of nutrition support clinical practice, research and education.

A.S.P.E.N. supports its mission in a variety of ways. On a bi-monthly basis, the organization publishes two highly respected journals, the *Journal of Parenteral & Enteral Nutrition (JPEN)* and *Nutrition in Clinical Practice (NCP)*. The association's annual meeting, Clinical Nutrition Week, is the premier conference exploring clinical nutrition and metabolism. A.S.P.E.N. also publishes a variety of resources to promote safe, efficacious patient care, including books, guidelines, standards and continuing education resources. Through the A.S.P.E.N. Rhoads Research Foundation, the organization supports innovation in advancing the science of nutrition support. It also works closely with other health care organizations to advance a patient-centered approach to nutrition care, and with government agencies about the optimal use of nutrition therapies.

ABOUT JPEN

Journal of Parenteral & Enteral Nutrition (JPEN) is the premier scientific journal of nutrition and metabolic support. It publishes original peer-reviewed studies that define the cutting edge of basic and clinical research in the field. It explores the science of optimizing the care of patients receiving enteral or IV therapies. In addition to original research articles, *JPEN* publishes reviews, tutorials, case reports and commentaries. *JPEN* is indexed by the following: PubMed, BIOSIS, Current Contents, Excerpta Medica, Reference Update, Research Alert, SciSearch, Silver Platter, and UMI.

FREQUENCY

8 times/year

PRINT CIRCULATION

6,040 Paid

ABOUT NCP



Nutrition in Clinical Practice (NCP) is a peer-reviewed, interdisciplinary journal on the scientific basis and clinical applications of nutrition support. *NCP* publishes comprehensive reviews, clinical research, case observations and commentaries written by experts in the field of clinical nutrition and health care practitioners involved in the delivery of specialized nutrition support. *NCP* is indexed by PubMed (MEDLINE), Cumulative Index to Nursing and Allied Health Literature, International Nursing Index, International Pharmaceutical Index, Reference Update, Silver Platter, TOXLINE, and UMI.

FREQUENCY

6 times/year

PRINT CIRCULATION

5,790 Paid

2016 SPECIAL EVENTS AND OPPORTUNITIES

ISSUE	EVENT AND OPPORTUNITY	DETAILS
	Clinical Nutrition Week (ASPEN), January 16-19, Austin TX	Contact your SAGE Representative
	Academy of Nutrition and Dietetics / Food and Nutrition Conference and Expo (FNCE), October 15-18, Boston, MA	Contact your SAGE Representative

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ARTWORK SPECIFICATIONS

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

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/8" 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 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.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING

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SAGE Publications
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Thousand Oaks, CA 91320 USA
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E-mail: mac.mckay@sagepub.com

FOR ARTWORK DELIVERY

Anna Gonda
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7772
Fax: (805) 410-7009
E-mail: 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