

PUBLISHED BY:



**CMPMedica**  
Cliggott Publishing Group  
Tel: (203) 523-7000  
Fax: (203) 662-6420



KEY CONTACTS

**Senior Vice President/General Manager**  
Marcy Holeton  
(203) 523-7100/marcy.holeton@cmpmedica.com

**Publishing Director**  
William Markowitz, RPh  
(203) 523-7059/bill.markowitz@cmpmedica.com

**Regional Sales Manger**  
Rich Dubin  
(518) 452-9677/richard.dubin@cmpmedica.com

**Group Editorial Director**  
Susan Kweskin  
(203) 523-7095/susan.kweskin@cmpmedica.com

**Editor**  
John Hawes  
(203) 523-7118/john.hawes@cmpmedica.com

**Sales Associate**  
Lisa Webber  
(203) 523-7047/lisa.webber@cmpmedica.com

**Vice President, Research, Marketing and Circulation**  
Beatrix Eriksen  
(203) 523-7040/beatrix.eriksen@cmpmedica.com

**Research Director**  
Amy Erdman  
(203) 523-7041/amy.erdman@cmpmedica.com

**Marketing Director**  
Julie Preuss  
(203) 523-7030/julie.preuss@cmpmedica.com

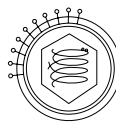
**Circulation Manager**  
Colleen Tricarico  
(203) 523-7053/colleen.tricarico@cmpmedica.com

**Billing/Discounts Manager**  
Chris Engborg  
(203) 523-7038/christine.engborg@cmpmedica.com

**Production Manager**  
http://pubs.cmpmedica.com  
(203) 523-7050/production@cmpmedica.com

**Media Kit**  
http://mediakit.cmpmedica.com

# The AIDS Reader<sup>®</sup>



RATES

1. Effective Date and Agency Discount

- (a) **Effective rate date:** January 2009. No conditions other than those set forth in this rate card shall be binding upon CMPMedica LLC, ("CMPMedica") unless specifically agreed to by CMPMedica in writing.
- (b) **Agency commission:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice.
- (c) At request of agency and advertiser, arrangements will be made to directly bill the advertiser.

2. Earned Rates

- (a) **Full run:** Earned rates, according to the rate card in force, are given to advertisers based on advertising frequency within a 12-month period. Earned rates are based on total number of full and fractional pages, and all page sizes are counted in determining frequency discounts.
- (b) **Frequency rates:** All pages of a parent company and subsidiaries are combined to determine the earned rate. Earned rates apply to The AIDS Reader only.
- (c) **Demographic/split-run rates:** Available on a limited, priority basis. Contact Publisher.

3. Discounts

- (a) **Discounts will be taken in the following order:** Space charge based on frequency discount; less Combination Buy discount; less Corporate Discount; less 15% agency commission.
- (b) **Cliggott Combination Buy:** Any product that is advertised in two or more Cliggott journals in the same month qualifies for a \$200 per page discount against each journal's earned page rate. Ad units and product indications may differ from journal to journal; however, the savings are earned on a page-for-page basis with the ad unit appearing in the other Cliggott journal.

|                                     |                        |  |                       |
|-------------------------------------|------------------------|--|-----------------------|
| <b>1 Page: \$200</b>                | <b>2/3 Page: \$150</b> | <b>1/2 Page: \$100</b>                         | <b>1/3 Page: \$50</b> |
| <b>The AIDS Reader</b>              |                        | <b>Infections in Medicine</b>                  |                       |
| <b>Consultant</b>                   |                        | <b>The Journal of Musculoskeletal Medicine</b> |                       |
| <b>Consultant for Pediatricians</b> |                        | <b>The Journal of Respiratory Diseases</b>     |                       |
| <b>Drug Benefit Trends</b>          |                        |  |                       |

- (c) **Cliggott Corporate Discount:** The combined total NET advertising spending in the Cliggott journals is credited in determining your corporate discount level, per chart at top of next page. Discounts are applied only to advertising. The corporate discount level for 2009 will be guaranteed based on the 2008 spend level; a higher discount level can be achieved if actual 2009 spending exceeds 2008 levels.

Additionally, once a company reaches at least \$1 million in net spending on advertising, then we will also count toward its corporate discount level all net spending on non-CME-accredited project revenue through the Cliggott Publishing Group. (Project spending includes non-CME print and electronic projects, but excludes any CME-related projects, meeting management or other pass-through costs, or projects through other divisions of CMPMedica.) Again, the discounts are applied only to advertising.

**Corporate Discount**

| Total Net Spending | Percentage Saving | Total Net Spending | Percentage Saving |
|--------------------|-------------------|--------------------|-------------------|
| \$500,000          | 3%                | \$2,000,000        | 10%               |
| 750,000            | 4%                | 2,500,000          | 11%               |
| 1,000,000          | 5%                | 3,000,000          | 12%               |
| 1,250,000          | 6%                | 3,500,000          | 13%               |
| 1,500,000          | 8%                | 4,000,000          | 14%               |
| 1,750,000          | 9%                | 4,500,000+         | 15%               |

**(d) Prepayment/noncancellable space discount:** Available. Contact Publisher.

**4. 2009 FULL-RUN RATES** (black-and-white)

**Scheduling Code: AIDS READER, THE**

| Frequency | 1 Page  | 2/3 Page | 1/2 Page | 1/3 Page |
|-----------|---------|----------|----------|----------|
| 1 Time    | \$4,055 | \$2,930  | \$2,575  | \$2,270  |
| 6 Times   | 4,035   | 2,900    | 2,555    | 2,240    |
| 12 Times  | 4,015   | 2,870    | 2,535    | 2,225    |
| 24 Times  | 3,975   | 2,855    | 2,520    | 2,195    |
| 36 Times  | 3,960   | 2,845    | 2,515    | 2,190    |
| 48 Times  | 3,910   | 2,825    | 2,500    | 2,185    |
| 60 Times  | 3,900   | 2,820    | 2,495    | 2,175    |
| 72 Times  | 3,880   | 2,810    | 2,485    | 2,165    |
| 84 Times  | 3,875   | 2,805    | 2,475    | 2,160    |
| 96 Times  | 3,865   | 2,795    | 2,470    | 2,155    |
| 120 Times | 3,835   | 2,775    | 2,460    | 2,120    |
| 144 Times | 3,830   | 2,765    | 2,450    | 2,105    |

**Color: In addition to earned black-and-white rates.**

**Charge per color per page or fraction:**

|                     |       |
|---------------------|-------|
| Standard SWOP color | \$735 |
| Matched (two-color) | 980   |

(continued next column)

**Color: In addition to earned black-and-white rates.**(continued)

|   |       |
|---|-------|
| Three- or four-color                    | 2,120 |
| Five-color                              | 2,715 |
| Four-color plus metallic or fluorescent | 3,655 |

**5. 2009 TAR-IIM FLAT RATE PROGRAM** (black-and-white)

Advertise your product in the same month, same ad unit, in both The AIDS Reader and Infections in Medicine for a combined flat rate as specified below. Color charges and corporate discounts apply. Combination discounts do not apply.

|           | 1 Page  | 2/3 Page | 1/2 Page | 1/3 Page |
|-----------|---------|----------|----------|----------|
| Flat rate | \$6,535 | \$5,220  | \$4,575  | \$3,260  |

**Color: In addition to earned black-and-white rates.**

**Charge per color per page or fraction:**

|   |         |
|---|---------|
| Standard SWOP color                     | \$1,470 |
| Matched (two-color)                     | 1,960   |
| Three- or four-color                    | 4,240   |
| Five-color                              | 5,430   |
| Four-color plus metallic or fluorescent | 7,310   |

**6. Bleed:** No charge.

**7. Covers and Special Positions** (premium on one page only):

**(a) Covers:**

**Second cover:** Earned rate plus 35% and color charge.

**Third cover:** Sold in combination with fourth cover only; no premium on third cover.

**Fourth cover:** Earned rate plus 50% and color charge.

**(b) Special positions:**

**Page facing first table of contents:** Earned rate plus 15% and color charge.

**Page facing second table of contents:** Earned rate plus 10% and color charge.

Special positions cancellable on 60 days' notice.

**8. Special Issues:** In certain months, regular issues of The AIDS Reader are mailed accompanied by limited-sponsored special issues focusing on specific therapeutic issues. For sponsorship information, contact Publisher.

**INSERTS**

As a member of the Association of Medical Media (AMM), The AIDS Reader uses the guidelines established by the AMM in accepting supplied inserts for publication. For any questions on what is acceptable, contact the Publisher.

**9. Availability and Acceptance**

**(a) Availability:** Two- to 10-page inserts are available full run. Demographic and/or geographic inserts are available on a limited, priority basis.

**(b) Acceptance:** A full-size stock sample must be submitted to the Publisher for approval.

**10. Insert Charges**

**(a)** All FULL-RUN inserts charged page for page at the earned black-and-white rates.

**(b) Tip-in charge:** Not applicable.

**11. Insert with Gatefold/Flap:** Upon Publisher's approval, The AIDS Reader might also accept inserts with a gatefold or "flap" submitted by individual companies/products. Calculation of the cost for such ads is based on the earned frequency rate.

**(a) Space charge:** Calculated as actual unit size without the flap, plus a minimum of one additional page. Cost based on the advertiser's earned page rate. A single flap larger than 50% of a single page will be billed at a rate of two additional pages.

**(b) Mechanical charge:** Regardless of the insert size, a flat noncommissionable/nondiscountable mechanical charge of \$750 is added.

**(c)** Example of such inserts must be submitted to publisher for approval 1 month prior to closing date.

**(d)** Production specifications for approved inserts with tack-glued flaps, please visit <http://pubs.cmpmedica.com>.

**12. Sizes and Specifications**

**(a) Stock weights:** Maximum acceptable thickness of paper stock is .004". The stock weight is to be governed by that commonly available in a .004" sheet, coated or uncoated. Allowable variation to the standard is 5% to encompass unevenness found in commercially produced coated and uncoated stock.

**(b)** All inserts (full-size stock samples) must be submitted to the Publisher for approval. Inserts to be supplied untrimmed, printed, folded, and ready for binding. No device other than standard varnishing may be used to make stock heavier or less flexible than as sold by its manufacturer.

**13. Trimming:** Ship folded to 8" x 11". Trimming for oversize inserts will be charged at cost. Keep live matter 1/4" from trimmed edges and 3/16" from gutter trim. Book is jogged to head, head trim is 1/8", allow 1/8" for perfect bind. Final trim is 7 3/4" x 10 3/4".

**14. Quantity Required (full run):** 32,000 inserts.

## INSERTS CONTINUED

- 15. Shipping:** Please refer to <http://pubs.cmpmedica.com> for up-to-date shipping instructions.
- 16. List Match Charge:** Demographic/split-run lists will be provided directly

to Direct Medical Data, LLC, for matching. All costs for matching will be paid directly to Direct Medical Data, LLC, by the advertiser or, at the advertiser's discretion, may be billed at cost plus 10%.

## ISSUANCE AND CLOSING

- 17. First Issue:** 1991.
- 18. Frequency:** Monthly.
- 19. Closing Dates**
- (a) Space commitment:** 1st of the month prior to issue date. Send insertion orders to Lisa Webber: fax (203) 662-6420; phone (203) 523-7047.
- (b) Materials due:** 10th of the month prior to issue date.

**(c) Cancellations and changes:** Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed between the parties in writing. CMPMedica is under no obligation to revise advertising materials not received by the CMPMedica production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

**20. Mailing Class:** Standard class. CMPMedica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond CMPMedica's control.

## EDITORIAL

- 21. Index Issue:** December.
- 22. Editorial Profile:** AIDS and other protean manifestations of infection with the human immunodeficiency virus (HIV) involve every aspect of medical and social practice and research. Growing numbers of providers from diverse specialties are being called on to administer AIDS care. The AIDS Reader is designed to provide these clinicians with practical, scientifically sound information on the prevention, diagnosis, and treatment of HIV disease. Our goal is to help clinicians improve the

quality of life and treatment options for their patients, by helping to bridge the gap between the specialist and the primary care physician. The AIDS Reader is indexed in MEDLINE.

**23. Peer Review:** All manuscripts are reviewed by members of our Editorial Board and other physicians; if accepted, they are then edited and revised as appropriate before publication.

## CIRCULATION

**24. Description of Circulation Parameters:** Infectious disease specialists; high-prescribing primary care physicians; other health care practitioners, including correctional facility physicians, nurse practitioners, physician assistants, and HIV/AIDS center medical directors.

**25. Circulation Verification**

- (a) Audit:** BPA.
- (b) Mailing house:** Cegedim Dendrite.

**26. Coverage:** See circulation breakdown below.

**27. Estimated Total Circulation for 2009:** 24,934.

**28. Bonus Distribution:** Contact publisher for details

### 2009 FULL-RUN CIRCULATION\*

| Specialty   | Office            | Hospital: Resident/Staff | Other        | Total         |       |
|---|-------------------|--------------------------|--------------|---------------|-------|
| Infectious Disease Specialists (a)                                    | 3,190             | 1,260                    | 1,435        | 5,885         |       |
| Primary Care Physicians in  | HIV/AIDS Care (b) | 8,222                    | 693          | 107           | 9,022 |
|   | Pediatricians     | 1,484                    | 97           | 42            | 1,623 |
|   | OB/GYNs           | 294                      | 8            | 2             | 304   |
| Medical Oncologists (c)   | 1,817             | 160                      | 10           | 1,987         |       |
| Hematologists   | 742               | 118                      | 3            | 863           |       |
| Physicians & Allied Health Professionals in Correctional Institutions |                   |                          |              | 1,484         |       |
| NPs/PAs in HIV/AIDS Care Centers                                      |                   |                          |              | 1,470         |       |
| Administrators and Educators in HIV/AIDS Treatment Centers            |                   |                          |              | 1,545         |       |
| Other Physician Requesters (d)  | 620               | 81                       | 50           | 751           |       |
| <b>Total</b>  | <b>16,369</b>     | <b>2,417</b>             | <b>1,649</b> | <b>24,934</b> |       |

\*Publishers projected 2009 circulation based on current (08/12/08) Cegedim Dendrite, physician counts. Total qualified BPA July 2008 circulation is 20,434.

(a) AMA universe.  
 (b) All requesters and physicians in patient care who are high prescribers of AIDS and Antiviral classes.  
 (c) Requesters, residents, and physicians in patient care who are high prescribers of Antivirals.  
 (d) MD and DO requesters in all types of practice with a strong interest in AIDS/HIV.

## GENERAL INFORMATION

**29. Requirements for Advertising Acceptance:** All orders are subject to acceptance by CMPMedica. Professional and nonprofessional products or services are accepted provided they are in harmony with the policy of service to the medical profession under which the magazine is published, and they are subject to Publisher's approval. Copy for nonprofessional products and service ads should be submitted 2 weeks prior to closing date.

**30. New Product Releases:** No.

**31. Editorial Research:** Editorial surveys are conducted to determine physician reading habits and to learn which clinical topics would be of greatest interest to readers in future issues.

**32. Educational Activities Opt Out:** We value our relationship with our readers. Recipients of The AIDS Reader occasionally receive additional educational activities as supplements or in other formats. All recipients of The AIDS Reader can opt out of receiving the journal and the accompanying educational activities at any time by contacting our Circulation Department.

**33. Ad Format and Placement Policy**

- (a) **Format:** Editorial material is placed next to advertising whenever and wherever possible.
- (b) **Placement:** Advertising units are rotated throughout the magazine. Positioning of advertisements is at the sole discretion of CMPMedica except where a specific position has been agreed to by CMPMedica in writing. CMPMedica assumes no liability for any errors or omissions in key numbers appearing in advertisements.

**34. Ad:Edit Ratio (estimated):** 55:45.

**35. Services**

- (a) **Mailing list:** Contact Publisher.
- (b) **Editorial reprints:** Contact Wrights Reprints, (877) 652-5295 sales@wrightsreprints.com for pricing information.
- (c) **Advertiser index:** Back of publication.
- (d) **Sponsorship opportunities:** For details on opportunities for sponsoring supplements, clinical reprint series, "best of" collections, newsletters, CD-ROMs, DVDs, or custom publications, contact Bill Markowitz at (203) 523-7059 or Rich Dubin at (518) 452-9677.
- (e) **Online sponsorship:** For online sponsorship availabilities, contact Bill Markowitz at (203) 523-7059 or Rich Dubin at (518) 452-9677. Advertising in CMPMedica's online products and services is subject to the terms of the applicable online insertion order.

**36. Association Memberships:** The AIDS Reader is a member of the Association of Medical Media (AMM), the American Business Media (ABM), and Business Publications Audit (BPA).

MECHANICAL REQUIREMENTS

**37. Ad Sizes and Bleed Sizes**

- (a) **Hold live matter:** 7" x 10" centered, 1/4" from the gutter trim for spreading pages.
- (b) **Trim size of journal:** 7 3/4" x 10 3/4".

|                       | Non-Bleed<br>Width x Depth | Bleed<br>Width x Depth |
|-----------------------|----------------------------|------------------------|
| 1 Page                | 7 x 10                     | 8 x 11                 |
| 2/3 Page              | 4 1/4 x 10                 | 5 x 11                 |
| 1/2 Page (vertical)   | 3 1/2 x 10                 | 4 x 11                 |
| 1/2 Page (horizontal) | 7 x 4 3/4                  | 8 x 5 3/8              |
| 1/3 Page              | 2 x 10                     | 2 1/16 x 11            |

- (c) It is important to prepare ads with common offsets on all four sides (e.g., 1" from bleed all around).
- (d) Spreading pages must be supplied as single pages.

**38. Type of Binding:** Perfect bound; jogged to head.

**39. Reproduction Requirements:** The AIDS Reader is printed heatset web offset. Follow Specifications for Web Offset Publications (SWOP) booklet, revised 2001.

- (a) You may submit digital ad files on Macintosh-formatted Zip disks, or on a CD-ROM. The file format must be PDF/X-1a.
- (b) **Digital proof specifications:** Press, offpress, or digital halftone proofs are acceptable for color guidance. All proofs must meet SWOP specifications and include a quality-control patch (color bars). For a list of SWOP-certified color-proofing systems, please refer to the SWOP website at www.swop.org. Proofs must be outputted from the supplied file. CMPMedica requires one set of proofs for each publication. Proofs can be generated for a \$45 charge.

**40. Disposition of Material:** Reproduction material will be held 1 year from date of last insertion and then destroyed unless CMPMedica is specifically instructed to do otherwise.

**41. Digital Ad Specifications and Shipping Instructions:** For up-to-date digital ad specifications, shipping instructions, and contact information, go to: <http://pubs.cmpmedica.com>.

ADDITIONAL TERMS AND CONDITIONS

1. Positioning of advertisements is at the sole discretion of CMPMedica, except where a specific position has been agreed to by CMPMedica in writing.
2. CMPMedica assumes no liability for any errors or omissions in key numbers or facts appearing in advertisements. The advertiser is responsible for the content of the advertisement.
3. CMPMEDICA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.
4. CMPMedica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond CMPMedica's control.
5. The advertiser hereby represents and warrants to CMPMedica that the advertiser has the right to publish the advertising materials or other information provided hereunder ("Ad Materials") in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. The advertiser agrees, at its own expense, to indemnify, defend and hold harmless CMPMedica, its employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including attorneys' fees and costs) arising out of or related to (a) the printing, publication or distribution of any Ad Materials hereunder, (b) the Ad Materials or any matter or thing contained in any Ad Materials and/or (c) third parties' access to advertiser's website and/or use of advertiser's products and services (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices).
6. CMPMEDICA SHALL NOT BE LIABLE TO ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT CMPMEDICA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL CMPMEDICA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO CMPMEDICA FOR THE AD MATERIALS GIVING RISE TO SUCH LIABILITY.
7. CMPMedica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to CMPMedica.
8. Advertising in CMPMedica's online products and services is subject to the terms of the applicable online insertion order.
9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, CMPMedica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by CMPMedica in collecting such amounts. CMPMedica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on CMPMedica's net income.

