

# American Journal of Transplantation

ASTO

OFFICIAL JOURNAL OF THE AMERICAN SOCIETY OF TRANSPLANTATION  
AND THE AMERICAN SOCIETY OF TRANSPLANT SURGEONS

ASTS  
American Society of Transplant Surgeons

## Advertising & Sales Office

Pharmaceutical Media, Inc.  
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## Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.  
350 Main Street Malden, MA 02148  
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**Publisher:** Shawn Morton

## Circulation

**TOTAL CIRCULATION:** 2,890  
**COVERAGE:** United States, Europe and Japan  
**CIRCULATION VERIFICATION:** Sworn Statement

## Editorial Information

**Editor-in-Chief:** Philip F. Halloran, M.D.

The aim of the American Journal of Transplantation is the rapid publication of new high quality data in organ and tissue transplantation and the related sciences. Its scope includes organ and tissue donation and preservation; tissue injury, repair, inflammation, and aging; immune recognition, regulation, effector mechanisms, and opportunities for induction of tolerance; histocompatibility; drugs and pharmacology relevant to transplantation; graft survival and prevention of graft dysfunction and failure; clinical trials and population analyses; transplant complications; xenotransplantation; and ethical and societal issues. The sciences include relevant aspects of cell biology, medicine, surgery, pediatrics, and infectious diseases. The journal includes thoracic transplantation (heart, lung), abdominal transplantation (kidney, liver, pancreas, islets), transplantation of tissues and related topics.

**Origin of Editorial:** 100% Submitted

**Impact Factor:** 6.423

## Advertising Information

**EARNED RATES:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**COMBINATION FREQUENCY:** Space purchased in the American Journal of Transplantation, Transplant Infectious Disease, Pediatric Transplantation, and Clinical Transplantation combine for an earned frequency.

**AD PLACEMENT:** Stacked.

**AGENCY COMMISSION:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

## ADVERTISING PAGE RATES

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x        | \$1,270   | \$905    | \$480    |
| 6x        | \$1,230   | \$865    | \$450    |
| 12x       | \$1,195   | \$845    | \$425    |
| 24x       | \$1,175   | \$780    | \$395    |
| 36x       | \$1,145   | \$750    | \$355    |
| 48x       | \$1,105   | \$710    | \$335    |
| 60x       | \$1,075   | \$675    | \$305    |
| 72x       | \$1,050   | \$655    | \$270    |
| 96x       | \$1,030   | \$625    | \$240    |

## COLOR RATES:

In addition to earned B&W Rate:

Standard: \$655

Matched: \$785

3 or 4-Color Process: \$1,430

5-Color Process: \$2,215

**INSERTS:** Charged at the black and white rate, plus a \$500 production charge. Please contact your rep for the print run quantity before sending.

**OTHER SERVICES AVAILABLE:** Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

## COVER & PREFERRED POSITIONS:

In addition to earned B&W Rate\*:

2nd Cover: 50%

4th Cover: 50%

Opposite Table of Contents: 25%

Opposite First Editorial: 25%

\*Positions available on a non-cancelable basis.



## Advertising Information (continued)

### ISSUANCE & CLOSING DATES

**Frequency:** 12x per year

**Mailing Class:** 1st class, polybagged.

### Closing Dates:

| Frequency | Ad Placement | Material Due | Inserts Due | Mail Date |
|-----------|--------------|--------------|-------------|-----------|
| January   | 11/11/09     | 11/17/09     | 12/4/09     | 12/21/09  |
| February  | 12/01/09     | 12/09/09     | 12/30/09    | 1/15/10   |
| March     | 1/09/10      | 1/13/10      | 1/29/10     | 2/15/10   |
| April     | 2/09/10      | 2/17/10      | 3/6/10      | 3/19/10   |
| May       | 3/10/10      | 3/17/10      | 4/2/10      | 4/16/10   |
| June      | 4/10/10      | 4/14/10      | 4/30/10     | 5/14/10   |
| July      | 5/09/10      | 5/18/10      | 6/4/10      | 6/18/10   |
| August    | 6/08/10      | 6/15/10      | 7/1/10      | 7/16/10   |
| September | 7/12/10      | 7/20/10      | 8/6/10      | 8/20/10   |
| October   | 8/10/10      | 8/17/10      | 9/2/10      | 9/17/10   |
| November  | 9/08/10      | 9/15/10      | 9/28/10     | 10/14/10  |
| December  | 10/13/10     | 10/19/10     | 11/4/10     | 11/19/10  |

## Mechanical Requirements

**TRIM SIZE:** 8-1/4" x 10-7/8"

### PAGE SIZES, NON-BLEED

|                      | Width  | Depth |
|----------------------|--------|-------|
| Full Page            | 7"     | 10"   |
| Half Page Vertical   | 3-1/2" | 10"   |
| Half Page Horizontal | 7"     | 5"    |
| Quarter Page         | 3-1/2" | 5"    |

### PAGE SIZES, BLEED

|                      | Width   | Depth   |
|----------------------|---------|---------|
| Full Page            | 8-1/2"  | 11-1/8" |
| Half Page Vertical   | 4-5/16" | 11-1/8" |
| Half Page Horizontal | 8-1/2"  | 5-9/16" |

### SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images)
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Advertising Traffic Coordinator at [adtraffic@wiley.com](mailto:adtraffic@wiley.com) prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

### ADDITIONAL INFORMATION

For additional information, please see our PDF specifications available at: [http://www.blackwellpublishing.com/authors/web\\_printspec.pdf](http://www.blackwellpublishing.com/authors/web_printspec.pdf).

### PAPER STOCK

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10 pt. C/2/S

### HALFTONE SCREEN: 133

### TYPE OF BINDING: Perfect

### REPRODUCTION REQUIREMENTS

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

### INSERT REQUIREMENTS:

- Multi-page inserts are to be furnished folded. Three samples required
- Sizes. 2-page inserts: 8-1/2" x 11-1/8",  
4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Insert quantity: 4,000

### CONTACTS:

**Ship all Advertising Material as well as two Insert Examples to:**  
Pharmaceutical Media, Inc.

Attn: Olga Guerra

American Journal of Transplantation, Vol \_\_\_\_, Issue \_\_\_\_

30 East 33rd Street

New York, NY 10016

Phone: 212-904-0370

### Ship Inserts to:

The Sheridan Press

Attn: Amy Meyers

American Journal of Transplantation, Volume \_\_\_\_, Issue \_\_\_\_

450 Fame Avenue

Hanover, PA 17331

Phone: 800-635-7181 ext. 8131

## Advertising Incentive Programs

Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, customized media programs or additional special offers from Wiley-Blackwell.