



American Journal of Transplantation is the leading transplantation and surgery journal publishing high quality data in organ and tissue transplantation and the related sciences. 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.

## Advertising & Sales Office

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## Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.  
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## Circulation

**Total Circulation:** 2,700

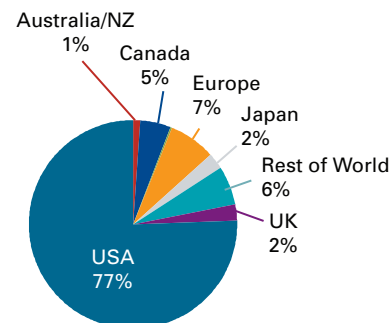
**Coverage:** United States, Europe and Japan

**Circulation Verification:**

Sworn Statement

**Circulation Basis:** Paid, benefit of dues

**Markets Served:** Transplant, Transplant Surgery, Nephrology, Immunology, Pathology, General Surgery, Pediatrics, Internal Medicine, and Allied Health Professionals involved in transplantation.



## Editorial Information

Editor-in-Chief: Allan D. Kirk, M.D., Ph.D.

Origin of Editorial: 100% Submitted

Impact Factor: 6.048

ISI Journal Citation Reports © Ranking: 2010: 2/25 (Transplantation); 3/187 (Surgery)

## 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).

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

**Ad Placement:** Stacked.

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

**Sponsored Text Links:** Display your company logo and hyper-linked text exclusively on the landing page for the journal on the Wiley Online Library. 3 month sponsorship: \$2,000. Contact your sales representative about availability and specifications.

**Sponsored Special Features:** Display your banner exclusively on pages dedicated to featured journal content, top articles, virtual issues, or other special features surrounding the journal. 1 month sponsorship: \$1,000 per feature page. Contact your sales representative about availability and specifications.

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.





## Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,335	\$950	\$550
6x	\$1,290	\$905	\$475
12x	\$1,255	\$885	\$450
24x	\$1,235	\$825	\$410
36x	\$1,205	\$785	\$370
48x	\$1,165	\$745	\$350
60x	\$1,135	\$710	\$320
72x	\$1,100	\$690	\$285
96x	\$1,070	\$660	\$250

### Color Rates:

In addition to earned B&W Rate:

4-color process: \$1,430

### Cover and Preferred Position:

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.

**Inserts:** Charged at the black and white rate, plus a \$500 production charge.

**Digital Advertising:** Please contact your sales rep for rates for digital opportunities such as banner ads, text ads, sponsored features, e-newsletters, and eTOC ads.

**Other services:** Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), patient education materials, sponsored subscriptions, supplements, webcasts, webinars, podcasts, microsites, events, content licensing, and translations. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

## Issuance & Closing Dates

**Frequency:** 12x per year

**Mailing Date:** 25th of the preceding month.

**Mailing Class:** Periodicals class, polybagged.

### Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	11/14/11	11/21/11	12/07/11
February	12/14/11	12/21/11	01/10/12
March	01/18/12	01/25/12	02/08/12
April	02/20/12	02/27/12	03/12/12
May	03/19/12	03/26/12	04/09/12
June	04/19/12	04/26/12	05/10/12
July	05/18/12	05/25/12	06/11/12
August	06/19/12	06/26/12	07/11/12
September	07/23/12	07/30/12	08/13/12
October	08/17/12	08/24/12	09/10/12
November	09/19/12	09/26/12	10/11/12
December	10/18/12	10/25/12	11/08/12

## Mechanical Requirements

**Trim Size:** 8-1/4" x 10-7/8"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3-1/2"	10"
1/2 page horizontal	7"	5"
1/4 page	3-1/2"	5"

Page Sizes, Bleed	Width	Depth
Full page	8-1/2"	11-1/8"
1/2 page vertical	4-5/16"	11-1/8"
1/2 page horizontal	8-1/2"	5-9/16"
Bellybands:	18-1/4"	4-1/2"
Cover tips:	7"	5"



## Submission of Display 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 Joe Troiano at [jtroiano@wiley.com](mailto:jtroiano@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 graphics 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 (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with 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.

## Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- 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.

### Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10pt.C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

## 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.

## Contacts

### Ship all insertion orders to:

Pharmaceutical Media Inc., attn. Lauren Hollis  
30 East 33rd Street, 4th Floor, New York, NY 10016  
[lhollis@pminy.com](mailto:lhollis@pminy.com) ~ P: 212-904-0370

### Ship all advertising material as well as two insert examples to:

Pharmaceutical Media, Inc.  
Attn: Lauren Hollis  
30 East 33rd Street, New York, NY 10016  
P: 212-904-0370 ~ E: [lhollis@pminy.com](mailto:lhollis@pminy.com)

### Ship Inserts to:

The Sheridan Press, Attn: Amy Meyers  
American Journal of Transplantation, Issue \_\_\_\_, Month \_\_\_\_  
450 Fame Avenue, Hanover, PA 17331  
P: 800-635-7181 ext. 8131