

## 2010 Advertising Rates & Dimensions *Effective: January 1, 2010 – December 31, 2010*

**Frequency:** 6 issues per year

**Issue Dates:** *January, March, May, July, September, November*

**Established:** 1966

**Organization Affiliation:** Official Publication of the Drug Information Association

**Circulation:** 18,000

**Subscription Data:** Contact Publisher (DIA)

**Editorial Content:** The *Drug Information Journal* is a scholarly, peer-reviewed publication that focuses on disseminating information in medicine, biology, pharmacy, and allied human and animal health fields. The scope of this journal is both multidisciplinary and international. All members of DIA receive both print and digital subscriptions, as well as online access via [www.diahome.org](http://www.diahome.org).

### Issue Closing and Material Due Dates:

Insertion Order Due	Material Due
January – December 3	December 10
March – January 20	January 25
May – April 1	April 7
July – June 1	June 7
September – August 3	August 9
November – October 1	October 7

### Service to Advertisers:

**Mailing lists:** Not available.

**Availability of reprints:** Direct requests to publisher.

### Rates: (In US Dollars [gross])

Display Ads and Frequency Discounts					
B & W	1X	4X	6X	8X	12X
Full pg	3095	2950	2880	2735	2615
1/2 pg	2175	2050	2015	1925	1830
1/4 pg	1395	1330	1295	1235	1170

**Digital Issue/Logos:** All ads appearing in an issue of the print version will also appear in the digital version of that issue, without additional charge. Advertisers can purchase a digital logo for the same issue in which their print ad appears. These digital logos appear to the left of the cover of the Journal in the digital version and link back to the advertiser's website. The cost of a digital logo is **\$175**.

### Color Rates in Addition to Black and White Rates:

- Standard color: (Magenta, Yellow or Cyan):  
\$400 plus B/W page rate.
- Four-color rate: \$1600 plus B/W page rate.
- Bleed: No charge.

**Preferred Positions:** Information available on request.

### Mechanical Requirements:

Preferred materials: 1.) Files can be emailed in PDF format to: [Sherrie.Longello@diahome.org](mailto:Sherrie.Longello@diahome.org). If emailed, **you MUST fax a copy of your ad** to Sherrie Longello 215 442 6199. All PDFs must be **CMYK, high resolution (300dpi) print quality, with all fonts and images embedded**. We will not be responsible for reproduction quality of ads supplied as RGB or low resolution

2.) Ads can be supplied on disk or CD in either MAC or PC platform, along with a color proof for color ads and laser proof for black-and-white ads. If supplying QuarkXpress documents, you *must* include all fonts, and photos, art and logos supplied as eps or tif files.

### Publication Size: 8-1/4" x 10-7/8" (209 mm x 277 mm)

Ad Page Size	Live Inches (mm)	Bleed Inches (mm)
Full Page	7-1/4 x 10 (184 x 254)	8-1/2 x 11-1/8 (216 x 283)
1/2 Horizontal	7-1/4 x 4-7/8 (184 x 123)	N/A
1/2 Vertical	3-1/2 x 10 (89 x 254)	N/A
1/4 Page	3-1/2 x 4-7/8 (89 x 123)	N/A

