

Print Circulation: 14,127  
Frequency 12 issues per year

## Advertising & Sales Office

Pharmaceutical Media, Inc.  
4 South Orange Aveue, #504, South Orange, NJ 07079  
Tim Wolfinger - twolfinger@pminy.com - 212.904.0379

## Advertising Production

Susan Tagliaferro - stagliaferro@pminy.com - 917.596.5201

## 2025 Advertising Rates

**Earned Rates:** Earned page rate is determined by the number of pages per year.

**Agency Commission:** 15%

### B/W Space Charges:

Frequency	Full Page	Half Page	Quarter Page
1X	\$2,770	\$2,090	\$1,440
3X	\$2,710	\$2,035	\$1,415
6X	\$2,655	\$1,980	\$1,385
12X	\$2,605	\$1,925	\$1,360
18X	\$2,550	\$1,870	\$1,330
24X	\$2,500	\$1,820	\$1,305
36X	\$2,435	\$1,765	\$1,275
48X	\$2,380	\$1,745	\$1,255
60X	\$2,330	\$1,680	\$1,225

### Color Rates: (in addition to B/W rates)

4 Color: \$1,640

### Preferred Position Premiums:

Cover 2: 35%  
Cover 3: 25%  
Cover 4: 50%

**Inserts:** Billed at earned page rate

**Tip-on Cards and Outserts:** Submit sample for rate quote

### Advertisers' Incentive Programs

Advertise in three issues and receive one free ad.  
Advertise in 12 issues and receive two ads in each issue for the price of one insertion, and also receive the highest earned frequency rate.

ISSUE	RESERVATIONS	MATERIALS DUE	INSERTS DUE
January	12/2/2024	12/6/2024	12/11/2024
February	1/2/2025	1/8/2025	1/13/2025
March	2/3/2025	2/7/2025	2/12/2025
April	3/3/2025	3/7/2005	3/12/2025
May	4/1/2025	4/7/2025	4/11/2025
June	5/1/2025	5/8/2025	5/12/2025
July	6/2/2025	6/9/2025	6/12/2025
August	7/1/2025	7/8/2025	7/11/2025
September	8/1/2025	8/8/2025	8/13/2025
October	9/2/2025	9/9/2025	9/12/2025
November	10/1/2025	10/8/2025	10/11/2025
December	11/3/2025	11/7/2025	11/14/2025

## Mechanical Specifications

**Trim Size:** 10.875" x 15"

**Binding:** Saddle Stitch

**Paper Stock:** Orion Gloss, self cover

Page Sizes, Non-Bleed	Width	Depth
King page	9.875"	13.875"
Island half	7.375"	10"
1/2 page vertical	4.875"	13.875"
1/2 page horizontal	9.875"	7"
1/4 page vertical	4.875"	7"
Page Sizes, Bleed	Width	Depth
King page	11.125"	15.25"
1/2 pge H spread (gutter bleed only)	20.75"	7"
Island half spread (gutter bleed only)	15.625"	10"

## Production Requirements:

- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): to: stagliaferro@pminy.com
- Set up document to trim size with text at least 0.25" from the final trim size.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.

## Asset Delivery:

Susan Tagliaferro - stagliaferro@pminy.com

## Insert Requirements:

**King insert supplied size:** 11" x 15.25", includes 0.125" trim from head, foot, and face; no gutter grind off. Text must be at least 0.125" from final trim. Jogs to head.

**Island insert supplied size:** 8.125" x 11", includes 0.125" trim from head. No gutter grind-off. Jogs to head.

Supply multiple-leaf inserts folded.

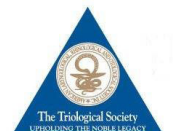
**Quantity:** 16,000

## Ship inserts to:

Sheridan Press  
Attn: Stephanie Getz  
ENT Today, Issue: \_\_\_\_\_  
3765 Sunnybrook Road  
Brimfield, OH 44240  
E: Stephanie.Getz@sheridan.com

## Send All Insertion Orders to:

Susan Tagliaferro - stagliaferro@pminy.com



# ADVERTISING AND REPRINT PRODUCTION

## TERMS AND CONDITIONS

### DEFINITIONS

1. In these terms and conditions:
  - (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
  - (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley’s or its third party partners’ print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley’s websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
  - (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
  - (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
  - (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
  - (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
  - (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
  - (h) **“Terms”** means these terms and conditions.
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5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer’s approval by email.
6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the

### ADVERTISING TERMS

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  - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
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  - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
  - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
  - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
  - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
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11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
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18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year ("IAB Terms") ([link](#)) will apply to all Online Advertising services, with Wiley being the 'Media Company' and Customer being the 'Agency' and

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- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b))
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws')
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

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23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

### PRICING

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### CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Order sent to printer / Proof compiled	10%
Proof approved by customer	25%
ePrint created	35%
Copies printed/ePrint supplied	100%
Translations	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Translation work started	50%
Proof approved by customer	75%
ePrint created	35%
Copies printed/ePrint supplied	100%

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