

Print Circulation: 1,695  
Frequency 12 issues per year

## Advertising & Sales Office

Pharmaceutical Media, Inc.  
4 South Orange Avenue, #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	\$1,605	\$1,355	\$1,250
3X	\$1,555	\$1,300	\$1,225
6X	\$1,495	\$1,250	\$1,140
12X	\$1,445	\$1,195	\$1,065
24X	\$1,395	\$1,165	\$1,005
36X	\$1,325	\$1,115	\$955

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

4 Color: \$1,640

### Preferred Position Premiums:

2nd Cover	35%
3rd Cover	25%
4th Cover	50%
All other positions	10%

**Inserts:** Billed at earned page rate

**Cover Tips and Outserts Accepted:** Contact your sales representative for information

**Advertising Incentive Program:** Advertise in three issues and receive one free ad. Free ad must be the same size or smaller.

Cover Date	Space Reservations	Materials Due
January	11/22/2024	11/26/2024
February	12/20/2024	12/23/2024
March	1/24/2025	1/28/2025
April	2/21/2025	2/24/2025
May	3/21/2025	3/24/2025
June	4/21/2025	4/23/2025
July	5/23/2025	5/27/2025
August	6/23/2025	6/25/2025
September	7/21/2025	7/23/2025
October	8/22/2025	8/26/2025
November	9/22/2025	9/24/2025
December	10/24/2025	10/28/2025

## Mechanical Specifications

**Trim Size:** 8.25" x 10.875"

**Live Area:** 7.75" x 10.375"

**Paper Stock:** Inside pages: 40lb. Dependoweb

**Covers:** 10 pt. C2S.

**Halftone Screen:** 133

**Type of Binding:** Perfect

Pages	Non-Bleed	Bleed
Full Page	7" x 10"	8.5" x 11.125"
1/2 page V	3.5" x 10"	4.125" x 11.125"
1/2 page H	7" x 5"	8.5" x 5.5625"
1/4 page	3.5" x 5"	

### Reproduction Requirements (ROB):

#### Digital Files Required

**Preferred Format:** PDF/Acrobat 4.05 or later

#### Check list Before Submission:

- Convert all RGB to CMYK
- Set up document to trim size and include 0.125" bleed.
- All fonts & graphics must be embedded.

### Asset Delivery:

Susan Tagliaferro - stagliaferro@pminy.com

**Delivered Size:** 8.5" x 11.125"

**Trim:** 0.125" all four sides. Keep live matter 0.5" from trim. Jogs to head.

**Stock:** Not to exceed 100 lb coated

**Quantity:** 1,900

**Packing:** Carton packing with quantity, publication, and issue clearly indicated.

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

### Ship to:

Sheridan PA (SPA)

Attn: Lynne Small

LARY, Issue:

450 Fame Avenue

Hanover, PA 17331

P: 717-632-8448 X8332

E: Lynne\_small@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

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9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
  - (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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  - (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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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

## Wiley Terms and Conditions of Advertising & Reprint Production

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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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20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
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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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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%

# Wiley Terms and Conditions of Advertising & Reprint Production

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