Clinical Cardiology

A Peer-Reviewed Journal for Advances in Cardiovascular Disease

RATE CARD NO. 29

Effective January 2005

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(Included in Excerpta Medica, Index Medicus, Current Contents/Clinical Practice, ISI BioMed, Science Citation Index and Index Internacional de Cardiologia)

GENERAL INFORMATION

1. Issuance
   Monthly; Issued 1st of month; mailed second class.

2. Established
   April 1978

3. Organization Affiliation
   Foundation for Advances in Medicine and Science, Inc.

4. Subscription Data
   Subscription rates (postage and handling included);
   Individual: $ 80.00 U.S.; $128.50 foreign
   Institutional: $150.00 U.S.; $196.50 foreign

5. Special Issues
   Supplement issues occasional.

6. Editorial Content
   CLINICAL CARDIOLOGY provides a forum for the coordination/translation of clinical cardiovascular research into practice. It also publishes the results of experimental studies closely related to clinical problems. The need to communicate in this area arises from the rapid changes occurring in therapeutics and in diagnostic and scientific technique. To facilitate this communication the journal includes editorials, review articles, clinical investigations, short communications, letters to the editor, calendar of continuing medical education, and the following features: Electrophysiology, Pacing & Arrhythmia; Clinical Pathological Correlations; Progress in Clinical Trials; Electrocardiography; Profiles in Cardiology; Computers in Cardiology; Images in Cardiology; and Editor’s Note. Subject and author indices, December issue.

7. Requirements for Acceptance of New Professional Products for Advertising
   Publisher reserves the right to reject advertising deemed inappropriate. Send copy for new advertisements to advertising representative.

8. Requirements for Ad Clearance
   Allow 2 weeks.
9. Advertising Acceptance of Non-Professional Products or Services
All advertising must be approved by the publisher.

10. Policy on Placement of Advertising
Interspersed

11. Advertiser’s Index
Each issue

12. Editorial: Advertising Ratio
60:40

13. Services to Advertisers
- Editorial reprints: Available in any quantity. Consult publisher for quotation.
- Business reply cards, belly bands and outserts available. Consult publisher.

14. a. Staff
Publisher: John Bourgholtzer
Editors: A.J. Camm, M.B., C. Richard Conti, M.D., W.B. Fye, M.D., J.W. Hurst, M.D., A. Maseri, M.D., M. Yacoub, F.R.C.S.,

b. National Advertising Representatives
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www.clinicalcardiology.org

15. Circulation
31,891 qualified recipients

16. Guaranteed Circulation
31,891 qualified recipients

17. Circulation Verification
BPA International

18. Coverage and Market
a. Coverage: USA
b. Market served: Specialists in cardiovascular disease, interventional cardiology, cardiac electrophysiology and pediatric cardiology. Internists with a secondary specialty in cardiovascular disease, and specially selected internists from the Xponent system who are treating large numbers of cardiac disease patients.
c. Breakdown by specialty:
Primary specialists (MD and DO) in:
- cardiovascular disease 20,073
- pediatric cardiology 1,500
- interventional cardiology (IC) and internal medicine, cardiac electrophysiology (ICE) 1,033
- Internists: 9,285
Includes internists with secondary specialty in cardiovascular diseases and internists from the Xponent identification system writing at the highest (9th and10th) decile levels in all 7 cardiovascular therapeutic classes

31,891 Total Dendrite List
474 Institutional subscribers
171 Editorial complimentary copies
32,536 Total Qualified Circulation

These figures do not include promotional and complimentary copies.

RATES
19. Closing Dates for Space
1st of month preceding issue

20. Agency Commission
15% of gross on space and color billing

21. Cash Discount
2%, 10 days from date of invoice

22. a. Black and White Rates

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Cardiovascular demographic split-run available — request separate rate form.

Web and classified advertising rates — request separate rate form.

b. Continuity discounts (full run only)
If an ad unit for the same product appears in six (6) consecutive issues, the journal will publish an additional unit of the same size at a 50% discount in the 7th consecutive issue; or if an ad unit for the same product appears in eleven (11) consecutive issues, the journal will publish an additional unit of the same size free of charge in the 12th issue. Discounts apply to full run (not demographic run) advertisements.

c. Volume discounts
Firms spending $100,000 on advertising and/or projects are entitled to a 2.5% discount. Firms spending $200,000 are entitled to a 5% discount. Firms spending $300,000 are entitled to a 7.5% discount.
d. Premium position rates (% of earned b/w rate)

Special positions are on the calendar year basis and non-cancellable. An advertiser who cancels a special position is obligated to pay the premium for the remainder of the calendar year, if the publisher cannot contract with another advertiser for the position.

2nd cover: 30%
Cover 2, Page 1 spread: 40%
Page 1: 30%
Page facing first table of contents page: 30%
Page facing second table of contents page: 30%
Page facing third table of contents page: 25%
Page facing first article: 30%
Page facing Editor's Note: 30%
Pages facing Articles in Brief: 25%
3rd cover: 20%
4th cover: 50%
3rd and 4th cover: 50%

Special positioning: No charge for consecutive run-of-book pages, except 10% over earned b/w if colors cannot run on same form.

23. Earned Rates
Rates are based on the total units earned during a twelve month period (i.e., 6 full pages and 6 half pages earn 12X rate). Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

24. Color Rates
a. Standard Color: $680 per page
b. Standard AAAA Colors: red, green, blue, yellow and orange
c. Matched Colors: $785 per page
d. Color Rate for Spreads: Color charge applies to each page
e. 4-color: $1,805 per page
f. 5-color: $2,250
g. Color charges are commissionable
h. Color charges are in addition to earned b/w rates

25. Bleed
No charge

26. Inserts
a. Two-page insert (one leaf): Twice earned b/w page rate
b. Four-page insert: Four times b/w page rate
c. Gatefolds: Consult publisher.
d. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications
e. Business reply cards: Minimum size 4 1/4" wide x 5" deep. Additionally, allow 1/4" on spine and 1/8" on head. Inserts jog to the head unless tipped.

27. Miscellaneous
a. Rate protective clause: 90 days notice will be given of any rate changes within the calendar year, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.
b. No cancellations will be accepted after closing date. If cancellations are not received on time, preceding advertisement will be repeated.