

# *The Diabetes* EDUCATOR

Official Journal of the



American Association  
of Diabetes Educators



2008 MEDIA KIT

Published by

SAGE Publications

Effective January 2008

# About AADE



Founded in 1973, the American Association of Diabetes Educators is a multi-disciplinary professional membership organization dedicated to advancing the practice of diabetes self-management training and care as integral components of health care for persons with diabetes, and lifestyle management for the prevention of diabetes.

Diabetes self-management training, also called diabetes education, gives patients the knowledge and skills to be able to effectively manage their diabetes on a daily basis. Through a collaborative process, diabetes educators help their patients identify barriers, facilitate problem solving and develop coping strategies.

AADE assists its members and the larger healthcare community in treating people with diabetes and those who are in danger of contracting the disease. This is accomplished with a dynamic organizational structure and a strong mission and goals:

- **Education**

AADE will serve as a leader in education of its members, the broader healthcare community, and the community at large.





- **Research**  
AADE will promote research in diabetes self-management training and behavior change.
- **Recognition**  
AADE will advance diabetes self-management training as central to diabetes care, and will advance lifestyle management for prevention of diabetes.
- **Advocacy**  
AADE will advocate for public policy to improve the nation's health.
- **Membership**  
AADE will develop a diverse membership that will enhance and promote the benefits of diabetes self-management training and prevention through the team approach.
- **Organizational Excellence**  
AADE will continue to develop an effective and efficient organization.



# Editorial Calendar

Issue	Editorial Highlights	Conference Distribution	Value-Added Opportunities
January/February	<ul style="list-style-type: none"> <li>• Lifestyle and Fitness</li> </ul>		Free 12-month 30-word company/product description on AADE website for all 6x advertisers starting in January/February.
March/April	<ul style="list-style-type: none"> <li>• Foot Care / Wound Care / Skin Care</li> </ul>	<ul style="list-style-type: none"> <li>• American Podiatric Medical Association - July 24-27, 2008 Honolulu, HI</li> </ul>	Free Ad Perception Reader Survey for all Full page and larger advertisers
May/June	<ul style="list-style-type: none"> <li>• Medication Management</li> <li>• AADE Meeting Preview / Exhibitor List</li> </ul>	<ul style="list-style-type: none"> <li>• American Diabetes Association - June 6-10, 2008 San Francisco, CA</li> </ul>	Free counter cards to advertisers ( ½ page and larger )
July/August	<ul style="list-style-type: none"> <li>• Insulin Delivery Systems</li> <li>• AADE Meeting Preview / Exhibitor Product Categories</li> </ul>	<ul style="list-style-type: none"> <li>• American Association of Diabetes Educators - August 6-9, 2008 Washington, DC</li> </ul>	Free counter cards to advertisers ( ½ page and larger )
September/October	<ul style="list-style-type: none"> <li>• Nutrition and Diet</li> </ul>	<ul style="list-style-type: none"> <li>• American Dietetic Association - October 25-28, 2008 Chicago, IL</li> </ul>	Free counter cards to advertisers ( ½ page and larger )
November/December	<ul style="list-style-type: none"> <li>• Testing and Monitoring</li> <li>• The Educators' Guide to Diabetes Resources</li> </ul>		

*Editorial topics subject to change. Please contact your representative for any updates.*

# Readership

## Total Paid Circulation: 13,320 (includes all members of AADE)

- **The Diabetes Educator** gives you access to the largest concentration of diabetes education professionals.
- Diabetes educators are smart buyers seeking product information for their patients.
- Diabetes educators are on the front lines with patients and are considered a primary source of diabetes-related information.
- Diabetes educators surpass physicians in one-on-one quality time spent with patients.

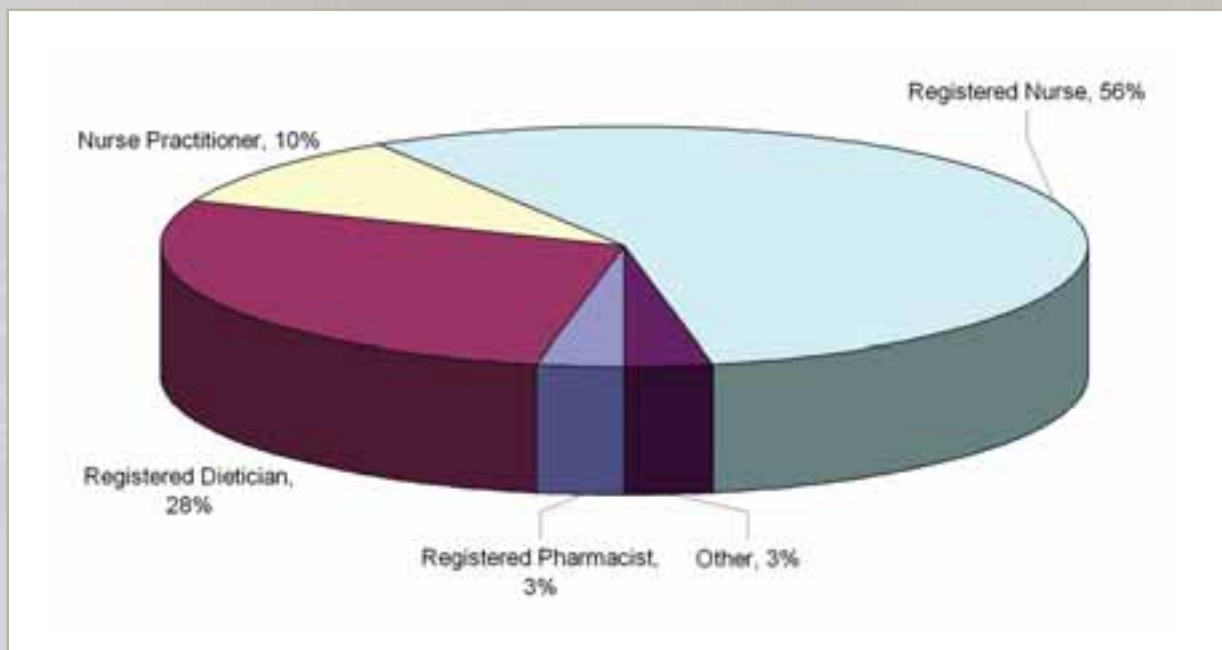
## Our readers will see your ad and respond to your ad...

- 84% have responded to ads they have seen in **The Diabetes Educator** over the past 12 months
- 55% read at least half of each issue
- 93% refer to past issues
- 90% recommend specific products to their patients

## Our readers spend quality time with patients...

- Our readers see an average of 13 patients in a typical week.
- Our readers spend an average of 54 minutes with each patient.

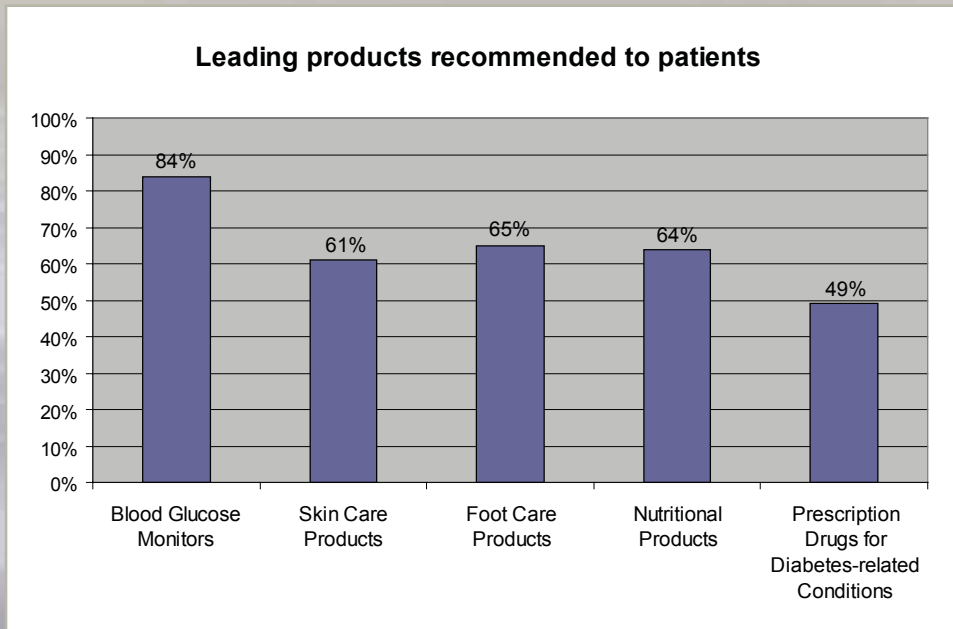
## Who's reading *The Diabetes Educator*?



**Our readers will recommend your product...**

Prescription drugs recommended	Nutritional products recommended
<ul style="list-style-type: none"> <li>• Blood pressure</li> <li>• Insulin</li> <li>• Oral agents</li> <li>• Cholesterol</li> <li>• Wound care</li> <li>• Weight management</li> <li>• Erectile dysfunction</li> </ul>	<ul style="list-style-type: none"> <li>• Nutritional supplements</li> <li>• Sugar substitutes</li> <li>• Low fat dairy products</li> <li>• Diet beverages</li> <li>• Other nutritional foods</li> </ul>
Foot care products recommended	Other products diabetes educators recommend to their patients
<ul style="list-style-type: none"> <li>• Shoes</li> <li>• Socks</li> <li>• Creams</li> <li>• Wound care</li> </ul>	<ul style="list-style-type: none"> <li>• Automatic and needleless injectors</li> <li>• Blood sampling products</li> <li>• Diagnostic tools</li> <li>• Dietary management programs</li> <li>• Exercise programs and equipment</li> <li>• Insulin products and insulin delivery systems</li> <li>• Monitoring systems</li> <li>• Needle and lancet disposal systems</li> <li>• Self-management software</li> <li>• Skin care products</li> </ul>

**Our readers want your information...**



\*Demographics provided by 2006 Readex® reader survey and 2006 AADE membership data.

# Special Marketing Opportunities

## Patient Education Page Sponsorship

Your company now has the opportunity to sponsor a special patient education page which includes patient information useful to the clinician in educating the patients, as well as a self-assessment-screening tool. This provides an excellent opportunity for a company that would like to help foster the patient/provider relationship by helping to underwrite this educational endeavor. The sponsors can choose the topics for the features that they wish to sponsor.

## Belly Bands

An exclusive way to place your message front and center with each journal reader. Belly bands allow your message to be the very first one seen by the readers.

### Specifications

- Contact Publisher

## Outserts (product samples, brochures)

Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity—only one advertising outsert permitted per issue!

### Specifications

- One dimension must be at least 4 ½”.
- Final piece must not be larger than trim size of journal.
- May not exceed ¼” in thickness or 3.3 oz. in weight
- Prescription-only, perishable or invasive materials not accepted.
- Must be securely sealed.
- Approval of publisher required 30 days prior to closing date.

## 2009 AADE Wall Calendar

Here is your opportunity to be seen every day by *The Diabetes Educator* subscribers. For the third year, we are offering advertising on each page of the 2009 AADE Wall Calendar. This calendar will include all of the industry and educational conferences and events throughout 2009.

The calendar will be mailed with every copy of the November/December 2008 issue of the journal. Your ad will be on the page above the month of your choice.

**Please contact your representative for rates for any of the above opportunities**

## Posters

*The Diabetes Educator* offers another merchandising opportunity to promote your company on a special poster, highlighting clinical practice guidelines. This poster will be inserted in every copy of the publication so that it gets into the hands of the entire readership. Recognition of the sponsorship will be noted on the poster, along with your product or company logo and Website address.

Prospective sponsors may also suggest topics for these clinical practice guidelines that relate to their core business.

## Supplements

Single-sponsored supplements give you the opportunity to deliver a customized editorial message to all of the subscribers. Supplements are polybagged with a regular issue and may be overprinted for distribution at the sponsor's discretion. Contact us today to discuss the various options for the delivery of your sponsored educational content.

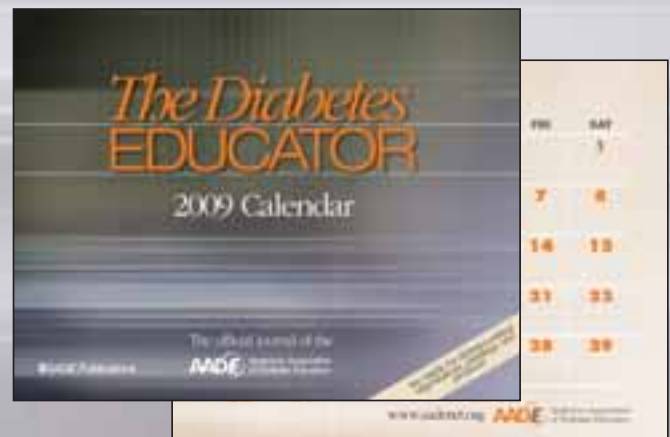
## Reprints

Reprints of articles from *The Diabetes Educator* can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.

## Exhibiting at AADE Conference

If you are interested in exhibiting at AADE's annual conference, please contact:

Hall-Erickson, Inc.  
98 E. Naperville Rd.  
Westmont, IL 60559  
Phone: 800-752-6312  
Fax: 630-434-1216



## Website Banner Advertising



<http://tde.sagepub.com>



## ONLINE ADVERTISING

### STM journals

### Banner Advertising

BANNER ADVERTISING	3 months	6 months	12 months
Advertiser Rate	\$550	\$785	\$1,360
Non-Advertiser Rate	\$1,100	\$1,570	\$2,720

- Maximum of 3 banners will rotate at any given time.
- The pricing above applies to all banner sizes and locations.
- Advertiser rate applies to those companies advertising 3 or more times in the print journal during the current calendar year.

### Available Locations/Sizes:

Home page square banner (1) – 140 x 140 pixels  
 Home page base banner (2) – 220 x 40 pixels  
 Content pages banner (2) – 170 x 60 pixels

### E-TOC Alert Sponsorships:

Sponsored e-TOC alerts may be available. Price for 1 issue sponsorship is equal to the earned 1x B/W 1 page print rate. Sponsor may include up to 40 words of text plus a logo and hyperlink.

# Rates & Specifications

## General Information

**FREQUENCY** Bimonthly

### PUBLISHER

SAGE Publications  
2455 Teller Road  
Thousand Oaks, California 91320  
Phone: (805) 499-0721  
Fax: (805) 499-8096

### SOCIETY AFFILIATION

Official Journal of the American Association of  
Diabetes Educators

### EDITOR-IN-CHIEF

James A. Fain, PhD, RN, BC-ADM, FAAN

### ADVERTISING REPRESENTATIVE

For companies starting with A-H:  
Diane Diamond

For companies starting with I-Z:  
Nicole Roach Louderback

Leonard Media Group  
415 Horsham Rd.  
Horsham, PA 19044  
Phone: (215) 675-9133  
Fax: (215) 675-9376  
Email: [diane@leonardmedia.com](mailto:diane@leonardmedia.com) or  
[nicole@leonardmedia.com](mailto:nicole@leonardmedia.com)

**CIRCULATION** 13,320 Paid

### GENERAL POLICY on acceptance of advertising:

All advertising is subject to the publisher's and association's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

## Advertising Specifications

**Trim Size:** 8 3/8" w x 10 7/8" h

**Live matter:** 1/4" from trim

**Line screen:** 133-150

	Non-Bleed	Bleed
<b>Full Page</b>	7" w x 10" h	8 5/8" w x 11 1/8" h
<b>2/3 page vertical</b>	4 1/2" w x 10" h	
<b>1/2 page horizontal</b>	7" w x 4 7/8" h	
<b>1/2 page vertical</b>	3 3/8" w x 10" h	
<b>1/3 page vertical</b>	2 1/4" w x 10" h	
<b>1/4 page vertical</b>	3 3/8" w x 4 7/8" h	

## Requirements For Electronic Delivery

### GENERAL INSTRUCTIONS

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads.

### IMAGE SIZE/CROP

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

### PROOF INSTRUCTIONS

- **Color Ads:** An identifiable **SWOP-certified** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

### FILE SUBMISSION INSTRUCTIONS

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

### BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 4 1/4" h x 6" w. Minimum paper weight is 7 pt. Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

## Advertising Rates 2008

### Black & White Rates

	1x	3x	6x	12x	24x
1 page	\$1,485	\$1,450	\$1,380	\$1,320	\$1,225
1/2 page	\$1,005	\$980	\$935	\$895	\$830
1/4 page	\$690	\$670	\$635	n/a	n/a

### Color Charges, Per Page / Fraction (in addition to B&W rates)

	4-color	Additional Pantone Color	Standard Color
1 page	\$1,855	\$885	\$775
1/2 page or 1/4 page	\$1,025	\$625	\$550

### Premium Positions

**Back cover:** Earned B&W rate plus 50%

**Inside front cover and page 1:** Earned B&W rate plus 30%

**Facing table of contents and inside back cover:**  
Earned B&W rate plus 25%

**All other positions:** Earned B&W rate plus 20%.

**Inserts:** 2 page insert: 3x the earned B&W rate  
4 page insert: 5x the earned B&W rate  
6 page insert: 7x the earned B&W rate  
8 page insert: 8x the earned B&W rate  
10 page insert: 10x the earned B&W rate

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

**Agency commission:** 15%

**Payment terms:** Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

### Deadlines 2008

Issue	Space Reservations	Materials Closing	Inserts Due	Mail Date
January/February	12/17/2007	12/21/2007	12/31/2007	1/24/2008
March/April	2/22/2008	2/27/2008	3/7/2008	3/25/2008
May/June	4/11/2008	4/16/2008	4/25/2008	5/14/2008
July/August	6/20/2008	6/25/2008	7/7/2008	7/23/2008
September/October	8/22/2008	8/27/2008	9/5/2008	9/24/2008
November/December	10/21/2008	10/27/2008	11/6/2008	11/24/2008

Cancellations will not be accepted after closing dates for reservations and must be submitted in writing. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## ADDRESSES & NUMBERS

### ■ FOR ALL ADVERTISING INQUIRIES:

**For companies starting with A-H:**

**Diane Diamond**

Phone: (215) 675-9133 x 205

E-mail: [diane@leonardmedia.com](mailto:diane@leonardmedia.com)

**For companies starting with I-Z:**

**Nicole Roach Louderback**

Phone: (215) 675-9133 x 204

E-mail: [nicole@leonardmedia.com](mailto:nicole@leonardmedia.com)

**Leonard Media Group**

415 Horsham Rd.

Horsham, PA 19044

Fax: (215) 675-9376

### ■ FOR ARTWORK DELIVERY (PRINT ADS AND BANNER ADS):

(PLEASE SHIP USING A TRACKABLE SERVICE SUCH AS UPS OR FEDEX):

**Advertising Coordinator**

**SAGE Publications**

2455 Teller Road

Thousand Oaks, CA 91320 U.S.A.

Phone: (805) 410-7160

Fax: (805) 499-8096

E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### ■ FOR REPRINT SALES:

**Barbara Eisenberg**

**SAGE Publications**

2455 Teller Road

Thousand Oaks, CA 91320 U.S.A.

Phone: (805) 410-7763

Fax: (805) 499-8096

E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)

### ■ FOR SUPPLEMENT SALES:

**Carolyn Saenz**

**SAGE Publications**

2455 Teller Road

Thousand Oaks, CA 91320 U.S.A.

Phone: (215) 279-7597

Fax: (805) 499-8096

E-mail: [carolyn.saenz@sagepub.com](mailto:carolyn.saenz@sagepub.com)

### ■ PRE-PRINTED INSERTS AND OUTSERTS:

(Sample must be submitted to publisher prior to delivery):

Ship To: Tina Pringle / Pam Hays

**Dartmouth Printing**

69 Lyme Road

Hanover, NH 03755 U.S.A.

Phone: (603) 643-2220

For: *The Diabetes Educator* (specify issue)