



The *Journal of Bone and Mineral Research* is the largest (circulation 5,000 worldwide) and most cited original study journal dedicated to metabolic bone and mineral research. The JBMR has an impact factor of 7.056 (2010 ranking by the Institute for Scientific Information). The Journal is the primary source for new developments in bone biology and physiology, hormones that regulate bone and mineral metabolism and the pathophysiology and treatment of metabolic bone and mineral diseases such as osteoporosis.

Advertising & Sales Office

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Publisher & Editorial Office

Journal of Bone and Mineral Research is the official journal of the American Society for Bone and Mineral Research (ASBMR), published monthly on the Society's behalf by Wiley-Blackwell.

American Society for Bone & Mineral Research
Publications Office
2025 M Street NW, Suite 800, Washington, DC 20036 USA
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Wiley-Blackwell ~ John Wiley & Sons, Inc.
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Circulation

Total Circulation: 5,000

Coverage: United States and International

Editorial Information

Editor-in-Chief: Thomas L. Clemens
Impact Factor: 7.056
Ranking: 10/116 (Endocrinology and Metabolism)

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate).

Each insert page counts 1x toward the earned page rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.





Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,362	\$860	\$715
3x	1,323	811	646
6x	1,253	747	621
12x	1,146	683	540
24x	1,119	665	520
36x	1,101	652	510

Inserts:

- Two-page insert (one leaf): Three times earned black and white rate.
- Four-page (two leaves): Five times earned black and white rate.

Other Services Available: Outserts, business reply cards, reprints, sponsored subscriptions and cover tips.

Cover and Preferred Position:

Non-cancelable, 10% penalty applied.

In addition to earned B&W Rate:

2nd Cover	35%
3rd Cover	20%
4th Cover	50%
First spread	20%
Adjacent Table of Contents:	20%

Positions available on a non-cancelable basis.

Color Rates:

In addition to earned B&W Rate:

Standard:	\$960
Matched:	\$1,120
4-color process:	\$1,580

Digital Advertising Rates

Top Banner	728 x 90
Right Banner	180 x 600
Average monthly impressions	170,000

\$75/CM or \$50/CPM discount if you commit to 6 or more months.

E-TOC Advertising (Monthly):

Top Banner (468x60):	\$1,700
Right Banner (120x240 or 120x600):	\$1,400

Submission of Ads: ASBMR prefers the following two specs (in the order of preference): 120x240 and 300x100. Files should be JPEG files smaller than 30kB. All ad materials are due three weeks prior to the deployment date.

Issuance & Closing Dates

Frequency: 12x per year

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	11/21/11	28 Nov 2011	30 Nov 2011
February	12/18/11	22 Dec 2011	26 Dec 2011
March	1/19/12	26 Jan 2012	30 Jan 2012
April	2/20/12	27 Feb 2012	29 Feb 2012
May	3/21/12	28 Mar 2012	30 Mar 2012
June	4/20/12	27 Apr 2012	01 May 2012
July	5/18/12	25 May 2012	30 May 2012
August	6/19/12	26 Jun 2012	28 Jun 2012
September	7/23/12	30 Jul 2012	01 Aug 2012
October	8/20/12	27 Aug 2012	29 Aug 2012
November	9/19/12	26 Sep 2012	28 Sep 2012
December	10/22/12	29 Oct 2012	31 Oct 2012



Mechanical Requirements

Trim Size: 8-1/4" x 11"

Page Sizes, Non-Bleed	Width	Depth
Spread (2 facing pages)	15"	10"
Full page	7"	10"
1/2 page (horizontal)	7"	4-7/8"
1/2 page (vertical)	3-3/8"	10"
1/4 Page	3 3/8"	4 7/8"

Keep all live matter 1/2" away from trim edges.

Page Sizes, Bleed	Width	Depth
Spread (2 facing pages)	17"	11-1/8"
Full page	8 1/2"	11-1/8"
1/2 page (horizontal)	8-1/2"	5-9/16"
1/2 page (vertical)	4 1/8"	11-1/8"

Keep all live matter 1/2" away from trim edges.

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Amanda Davis at amadavis@wiley.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- 2 pages: 8 1/2" x 11 1/8" • 80 lb. minimum - 120 lb. maximum.
- 4 pages: 17" x 11 1/8" • 60 lb. minimum - 120 lb. maximum.
- Business Reply Card: 1 time earned black & white rate
Note: inserts jog to the top; allow 1/4" at head and 1/8" on all other sides

Paper Stock

- Inside pages: 60 lb. coated.
- Covers: 8 pt. C2S

Halftone Screen: 133

Reproduction Requirements

- Negatives, right reading, emulsion side down. Will also accept positives (right-reading emulsion side up), camera-ready work, scotch prints, original ad mechanicals.
- Proofs: Two proofs should accompany advertising material.
- Furnished proofs are considered final unless otherwise indicated.
- Digital Material Requirements (preferred method): File Formats: PDF, EPS, and TIFF formats are accepted. Fonts MUST be embedded. Files must be supplied at resolutions yielding 300 ppi.

Contacts

Contracts and insertion orders to:

The Gilchrist Group Healthcare Media

All printed materials and copy of Inserts:

Joe Troiano, Ad Traffic Coordinator

E: adtraffic@wiley.com

Inserts to:

The Sheridan Press, Attn: Kim Herman

450 Fame Avenue, Hanover, PA 17331