



Clinical Pharmacology & Therapeutics

Official Journal of the American Society for Clinical Pharmacology and Therapeutics (ASCPT), **Clinical Pharmacology & Therapeutics (CPT)** is the authoritative cross-disciplinary journal in experimental and clinical medicine. **CPT** is committed to promoting and advancing science and practice of human pharmacology and therapeutics.

Advertising & Sales Office

John Wiley & Sons, Inc.

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Publisher & Editorial Office

Wiley

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Circulation

Total Print Circulation: 2,000

Coverage: United States and International

Markets Served: Clinical Pharmacologists

Editorial Information

Editor: Scott A. Waldman, MD, PhD, FCP

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year. Space purchased by a parent company and its subsidiaries are combined for accounting for earned rate.

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

Increased Exposure Discount (for placement in a single publication, NOT combined):

- Advertise in three issues and receive one free ad.
- Advertise in 6 issues and receive 2 free ads.
- Advertise in 12 issues and receive 2 ads in each issue for the price of 1 insertion, and also receive the highest earned frequency rate.

Ad Placement: Advertising precedes and follows the editorial section. Please contact your rep for information on premium position.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,070	\$750	\$485
6x	\$1,030	\$725	\$470
12x	\$1,000	\$700	\$455
24x	\$975	\$675	\$440

Color Rates (in addition to earned B&W rate):

4-color process:	\$1,200
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Cover and Preferred Position (in addition to earned B&W rate):

	1x
2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Other Positions:	10%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.

Other services: Bellybands, cover tips, outserts, business reply cards, advertorials, reprints (print and electronic), sponsored subscriptions, and supplements. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

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Issuance & Closing Dates

Frequency: 12x per year

Mailing Date: Approximately the 1st of every month

Closing Dates:

Cover Date	Space Reservation	Ad Placement	Material Due
January	11/2/17	12/1/17	12/6/17
February	11/15/17	12/14/17	12/19/17
March	12/15/17	1/13/18	1/22/18
April	1/16/18	2/7/18	2/16/18
May	2/15/18	3/16/18	3/21/18
June	3/19/18	4/16/18	4/19/18
July	4/18/18	5/16/18	5/21/18
August	5/16/18	6/14/18	6/19/18
September	6/18/18	7/17/18	7/20/18
October	7/19/18	8/16/18	8/21/18
November	8/20/18	9/18/19	9/21/18
December	9/19/18	10/17/18	10/22/18

Bonus Distribution:

Issue	Conference
February	ASCPT Annual Meeting

Mechanical Requirements

Trim Size: 8 ¼" x 10 ⅞"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3 ½"	10"
1/2 page horizontal	7"	5"
1/4 page	3 ½"	5"
Page Sizes, Bleed	Width	Depth
Full page	8 ½"	11 ⅛"
1/2 page vertical	4 ⅞"	11 ⅛"
1/2 page horizontal	8 ½"	5 ⅞"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Ad Traffic Coordinator at adtraffic@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 ⅛" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.

- Convert all RGB to CMYK.
- 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 is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes. 2-page inserts: 8 ½" x 11 ⅞". 4-page inserts: 8 ½" x 11 ⅞"
- Trimming: Head ⅛", foot no less than ⅛" or more than ⅞", width ⅛"; safety margin in gutter; ⅛" safety at side; ⅛" grind off spine.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10 pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Ship all advertising material as well as two insert examples to:

Wiley

Attn: Al Liburd, Ad Traffic Coordinator
Vol ___, Month___ 111 River Street,
Hoboken, NJ 07030
E: PrintAdTraffic@wiley.com

Contracts and insertion orders to:

Cunningham Associates

Attn: Katie Tuzzolino
Vol ___, Month___ 180 Old Tappan
Road, Old Tappan, NJ 07675
P: 201-767-4170 ~ F: 201-767-8065 ~ E:
ktuzzolino@cunnasso.com

Ship inserts to:

The Sheridan Press

CPT, Vol ___, Issue___
450 Fame Avenue, Hanover, PA 17331
P: 800-635-7181

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