

## Clinical Pharmacology & Therapeutics

**Clinical Pharmacology & Therapeutics** (CPT) is the authoritative cross-disciplinary journal in experimental and clinical medicine devoted to publishing advances in the nature, action, efficacy, and evaluation of therapeutics. CPT welcomes original Articles in the emerging areas of translational, predictive and personalized medicine; new therapeutic modalities including gene and cell therapies; pharmacogenomics, proteomics and metabolomics; bioinformation and applied systems biology complementing areas of pharmacokinetics and pharmacodynamics, human investigation and clinical trials, pharmacovigilance, pharmacoepidemiology, pharmacometrics, and population pharmacology.

### Advertising and Sales Office

#### Cunningham Associates, Inc.

180 Old Tappan Road, Old Tappan, NJ 07675

**Jim Cunningham**, Medical Advertising Representative

P: 201-767-4170 – F: 201-767-8065

E-mail: [jcunningham@cunnasso.com](mailto:jcunningham@cunnasso.com)

E: [jpattis@cunnasso.com](mailto:jpattis@cunnasso.com)

**Katie Tuzzolino**, Classified Advertising

P: 201-767-4170 ~ F: 201-767-8065

E: [ktuzzolino@cunnasso.com](mailto:ktuzzolino@cunnasso.com)

### Publisher & Editorial Office

Wiley

111 River Street, Hoboken, NJ 07030

**Brian Coughlin**, Journal Publishing Manager

### Circulation

Total Circulation: 1,694

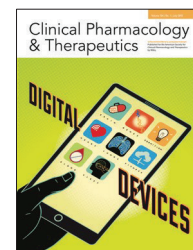
**Markets Served:** Clinical Pharmacologists

### Editorial Information

Editor-in-Chief: Scott A. Waldman, MD, PhD, FCP

**2018 Impact Factor:** 6.336

**ISI Journal Citation Reports® Ranking: 2018:** 15/267 (Pharmacology & Pharmacy)



### Advertising Information

**Ask about digital advertising opportunities in *Clinical Pharmacology & Therapeutics***

**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

**Cover and Preferred Position** (in addition to earned B&W rate):

2nd Cover	35%
3rd Cover:	25%
4th Cover:	50%

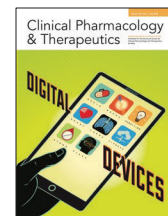
Positions available on a non-cancelable basis.

**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.

# 2021 Advertising Rate Card

## Clinical Pharmacology & Therapeutics



### Issuance & Closing Dates

Frequency: Monthly

#### 2021 Closing Dates:

Vol/Iss	Cover Date	Space Reservation	Material Due	Inserts Due
107:1	January	11/5/20	11/12/20	11/19/20
107:2	February	12/4/20	12/11/20	12/18/20
107:3	March	1/7/21	1/14/21	1/21/21
107:4	April	2/5/21	2/12/21	2/19/21
107:5	May	3/9/21	3/16/21	3/23/21
107:6	June	4/7/21	4/14/21	4/21/21
108:1	July	5/5/21	5/12/21	5/19/21
108:2	August	6/5/21	6/12/21	6/19/21
108:3	September	7/7/21	7/14/21	7/21/21
108:4	October	8/5/21	8/12/21	8/19/21
108:5	November	9/4/21	9/11/21	9/18/21
108:6	December	10/6/21	10/13/21	10/20/21

### Bonus Distribution

Issue	Conference
March	ASCP Annual Conference

**Cancellations:** Any time prior to closing dates. Covers and special positions are non-cancelable. Advertisers not submitting proper notification of cancellation will be liable for payment of the full space booked.

### Mechanical Requirements

Trim Size: 8.25" x 11"

Page Sizes, Non-Bleed	Width	Depth
Two-page spread	15"	10"
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	4.875"
1/4 page	3.375"	4.875"

Keep all live matter 0.5" away from trim edges.

Page Sizes, Bleed	Width	Depth
Two-page spread	17"	11.125"
Full page	8.5"	11.125"
1/2 page vertical	4.125"	11.125"
1/2 page horizontal	8.5"	5.5625"

Keep all live matter 0.5" away from trim edges.

### Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.

- Electronic Transfer (preferred): Contact Advertising Specialist [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@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 0.125" 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: 8.5" x 11 0.125". 4-page inserts: 8.5" x 11 0.125"
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" 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 insertion orders to:

**Katie Tuzzolino**

Cunningham Associates, Inc.

180 Old Tappan Road, Old Tappan, NJ 07675

P: 201-767-4170 ~ F: 201-767-8065

E: [ktuzzolino@cunnasso.com](mailto:ktuzzolino@cunnasso.com)

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

Wiley

Attn: Al Liburd, Advertising Specialist

CPT, Vol \_\_, Issue \_\_

111 River Street, Hoboken, NJ 07030

E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)

Ship inserts to:

**Sheridan PA (SPA)**

Attn: Angie Myers

CPT, Volume: \_\_\_\_, Issue: \_\_\_\_

450 Fame Avenue

Hanover, PA 17331

717-632-3535 X8131

E: [angie.myers@sheridan.com](mailto:angie.myers@sheridan.com)