

Pharmacotherapy



Pharmacotherapy is the only journal that publishes comprehensive and authoritative evaluations of new drugs introduced in the United States at about the time they are marketed. The journal also systematically evaluates new uses for older drugs, reviews the drug treatment of selected diseases, reassesses older drugs and examines controversial topics in drug therapy. In addition to these review series, **Pharmacotherapy** also publishes original clinical research articles on all aspects of human pharmacology. The journal has a distinguished Editorial Board that represents most major medical and pharmacy disciplines. Our readers are responsible for the selection and proper use of drugs in hospitals and have a major influence on drug education and use. A high percentage of readers are members of P&T Committees. The journal is received by all ACCP members, and is also the primary publication venue for The Society of Infectious Disease Pharmacists.

Advertising & Sales Office

Jim Pattis, Advertising Sales Executive
P: 201-767-4170 ~ F: 201-767-8065 ~
E: jpattis@cunnasso.com

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P: 858-230-7295 ~ E: kmccarthy@wiley.com

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P: 781-388-8343 ~ E: commercialprints@wiley.com

Kurt Polesky, Account Manager – Business Development
P: 781-388-8560 ~ E: kpolesky@wiley.com

Publisher & Editorial Office

Wiley
101 Station Landing, Suite 300, Medford, MA 02155 **Meredith Krebs-Smith**, Journal Publishing Manager

Circulation

Total Circulation: 6,310

Coverage: United States and International

Markets Served: Clinical pharmacists, clinical pharmacologists, practicing physicians, hospital pharmacies, and students.

Editorial Information

Editor: C. Lindsay DeVane, Pharm.D., FCCP, BCPP

2016 Impact Factor: 2.592

ISI Journal Citation Reports® Ranking: 2016: 95/256
(Pharmacology & Pharmacy)

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).

Advertising Incentive Programs: Advertise in three issues and receive one free ad of equal or smaller size. Advertise in six issues and receive two free ads of equal or lesser size. Advertise in twelve issues and receive two ads in each issue for the price of one insertion.

Policy on Ad Placement: Advertisements can be placed between articles in addition to preceding and following the editorial section. Please contact your sales rep for information on premium positions.

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	\$2,122	\$1,280	\$771
3x	\$1,984	\$1,136	\$759
6x	\$1,890	\$1,008	\$733
12x	\$1,752	\$998	\$700
24x	\$1,677	\$924	\$690
36x	\$1,623	\$877	\$680
48x	\$1,523	\$771	\$657

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

4-color process: \$1,945

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

2nd Cover	35%
3rd Cover:	15%
4th Cover:	50%
Other Positions:	20%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using black and white earned rate per number of insert pages. 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	Material Due	Inserts Due
January	12/7/17	12/14/17	1/3/18
February	1/10/18	1/17/18	2/2/18
March	2/7/18	2/14/18	3/5/18
April	3/6/18	3/13/18	4/2/18
May	4/6/18	4/16/18	5/3/18
June	5/8/18	5/15/18	5/31/18
July	6/7/18	6/15/18	7/3/18
August	7/10/18	7/17/18	8/2/18
September	8/7/18	8/14/18	9/3/18
October	9/7/18	9/14/18	10/2/18
November	10/10/18	10/17/18	11/5/18
December	11/7/18	11/14/18	12/3/18

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.875"
1/2 page vertical	4.2667"	11.875"
1/2 page horizontal	8.5"	5.5625"

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 Advertising 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 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.
- Laser proof must accompany all digital file submissions.

- 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 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 11.125". 4-page inserts: 8.5" x 11.125"
- Trimming: Head 1/8", foot no less than 1/8" 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 80 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

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 all advertising material as well as two insert examples to:

Wiley

Attn: Al Liburd, Advertising Specialist
PHAR, Vol __, Issue __
111 River Street, Hoboken, NJ 07030
E: alliburd@wiley.com

Ship inserts to:

Dartmouth Printing Company

Attn: Lisa George
69 Lyme Road
Hanover, NH 03755
P: 603-643-2220 ~ F: 603-643-5479