



LIPPINCOTT WILLIAMS & WILKINS

# 2004 Advertising Rate Information

# Nutrition Today

## Staff

### Lippincott Williams & Wilkins

530 Walnut Street  
Philadelphia, PA 19106-3621

#### Advertising Sales Representative:

Breuning Nagle Associates  
58 Pine Street  
New Canaan, CT 06840  
(203) 801-9696, Fax (203) 801-9618  
gregg@breuningnagle.com

Gregg Willinger

#### Director of Advertising Sales:

Greg Pessagno

#### Advertising Sales Office

323 Norristown Road  
Suites 200 & 300  
Ambler, PA 19002  
(215) 628-6538, Fax (215) 654-1365

#### Editor in Chief:

Johanna Dwyer, DSc, RD

#### Publisher:

Sandra Kasko

## General

### ISSUANCE:

Frequency: Bimonthly.  
February, April, June, August, October, December.

**ESTABLISHED:** 1965.

### EDITORIAL FOCUS:

*Nutrition Today*, (NT) provides information useful to all health professionals. NT includes informative reviews that feature full integration of scientific literature written by leading nutritionists and scientists. NT keeps pace with the developments in food science and biotechnology; behavioral issues, eating disorders; nutrition and physical performance; food trends, nutrition guidelines, and government policies.

### MARKET:

Nutritionists, clinical nutrition specialists, food scientists, physicians, nurses, and nurse practitioners.

### CIRCULATION:

Paid - 3,300.

### SUBSCRIPTION PRICES:

\$69.00 individual, \$199.00 institutional.

### REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to the approval of the Publisher and Editor.

### PLACEMENT POLICY:

Interspersed and appears on covers.

## Advertising

### CLOSING DATE FOR SPACE AND MATERIALS:

#### Reservations and Cancellations:

15th of the month preceding the date of issue.

#### Materials:

20th of the month preceding the date of issue.

#### Typesetting:

Allow 2 extra weeks.

### RATES:

Earned page rate is determined by the number of insertions per calendar year. Space purchased by parent company and subsidiaries are combined.

## 2004 Advertising Rates

### BLACK & WHITE RATES

	Full Page	Half Page	Quarter Page
1x	\$975	685	480
3x	915	640	460
6x	850	590	450
12x	790	550	445

### COLOR:

Premium over earned B&W page rate.

Standard: \$540 Matched: \$565 Three/Four: \$1,100

Per page or fraction of page.

### CLASSIFIED:

Line Classified: \$25 per line

Minimum per ad: \$115

Display classified ads available.

### TYPESETTING CHARGES:

Full-page: \$105 Half-page or less: \$70

### SPECIAL POSITIONS:

Premium over earned B&W page rate.

Cover 4: 50%

Cover 2: 25%

Cover 3: 25%

### BLEED:

No charge.

### AGENCY COMMISSION:

15% of gross.

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## Mechanical Requirements

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AD SIZE	WIDTH	DEPTH
Full Page	7"	10"
1/2 Page (Vertical)	3 1/2"	10"
1/2 Page (Horizontal)	7"	5"
1/4 Page	3 1/2"	5"
Spread	16 3/4"	11 1/8"

**TRIM SIZE:** 8 1/8" x 10 7/8". **TRIM SIZE:** 8 1/8" x 10 7/8".

**BLEED DIMENSIONS:** Full Page 8 3/4" x 11 1/4".

### REPRODUCTIVE REQUIREMENTS:

Offset negatives on .004" stable base material, marked for color, with register marks, center marks and trim marks clearly indicated. Negatives: right reading with emulsion side down. Mechanical or camera-ready copy are accepted. Identification proof must accompany each order. All color ads require color proofs.

### ELECTRONIC SUBMISSION:

Electronic files are accepted if they are received NO LATER than closing date for publication. All disks must include file name, hard copy proof, contact person and telephone number. Submit on disk (Zip, CD, or 3.5 floppy), in Mac or PC format, using QuarkXPress, PhotoShop or Illustrator software. Supply a list of all supporting art files. Files must be TIFF or EPS format, high resolution at 300dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts. For e-mail, please specify advertiser's name, issue date, colors, and ad size.

**HALFTONE:** 133-150.

**PRINTING PROCESS:** Offset/Web.

### PAPER STOCK:

Inside pages: 45# Lighthouse Gloss.

**BINDING:** Saddle stitch.

**COVERS:** 80# Sterling Ultra.

### DISPOSITION OF MATERIALS:

Material will be held for one year from date of last insertion and then destroyed unless specifically instructed otherwise.

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## Inserts

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**Availability:** Two to twelve page. All inserts including BRCs and gatefolds must be approved in advance.

### Acceptance:

AMP insert guidelines. Sample of insert must be submitted to Advertising Department for approval.

**Rates:** Two-page insert: 3 times earned B/W page rate.

Four-page insert: 5 times earned B/W page rate.

Larger units, gatefolds, BRCs: consult Sales Representative.

### INSERT REQUIREMENTS:

All inserts are to be supplied untrimmed, folded (except single leaves), and ready for binding.

**QUANTITY:** Consult Sales Representative.

**STOCK WEIGHT:** 70 lb. min, 100 lb. text max.

### INSERT SHIPPING INSTRUCTIONS:

Carton packing preferred. Publication, quantity and date must be clearly indicated.

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## Addresses

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### DISPLAY PRODUCT AND ALL RECRUITMENT (LINE AND DISPLAY) ADVERTISEMENT INSERTION ORDERS AND REPRODUCTION MATERIALS:

Lippincott Williams & Wilkins  
*Nutrition Today* (Issue Date)  
323 Norristown Road  
Suites 200 & 300  
Ambler, PA 19002  
Attn: Diane Shapiro

### INSERTS:

Dartmouth Printing Company  
*Nutrition Today* (Month & Quantity)  
69 Lyme Road  
Hanover, NH 03755  
Attn: Tina Pringle

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## Special Issues

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*Nutrition Today* will receive bonus distribution at the following meetings in 2004:

American Dietetic Association  
American College of Physicians  
Federation of American Societies for Experimental Biology  
Medical Library Association  
American Geriatrics Society  
American Heart Association  
American Nurses Association  
Society for Gastroenterology Nurse and Associates  
National Association for Clinical Nurse Specialists  
National Association for Home Care  
American Association of Cardiovascular and Pulmonary Rehabilitation  
*Nursing2004* Symposium  
National Student Nurses Association  
Oncology Nurses Society  
Association of Women's Health, Obstetric and Neonatal Nursing (AWHONN)  
American College of Sports Medicine  
Health and Fitness Summit

**Contact Sales Representative for specific issue(s) information.**