



2013 Advertising Insertion Order

Today's Date _____

Requested Advertising Insertion Publication Month(s):

☐ January 2013 ☐ April 2013 ☐ August 2013 ☐ October 2013

Materials deadline for each issue is the FIRST DAY OF THE MONTH PRIOR TO THE PUBLICATION MONTH.

Insertion orders should be submitted at least two weeks prior to materials deadline, as listed above.

- PLEASE PRINT -

Advertiser: _____ Product/Service: _____
Billing Client: _____ Contact Person: _____
Billing Address: _____
City/State/Zip: _____ Email Address: _____
Phone: _____ Fax: _____
Headline: _____ Hyperlink requested _____

Banner Ad - Welcome Page: 457 pixels x 80 pixels (horizontal)

Banner Ad - Inside Pages: 203 pixels x 125 (horizontal) pixels

Format - All sizes: 72 dpi gif or jpg file, RGB or Index color

Banner Ad - Welcome Page ☐ 4x = \$640 each ☐ 3x = \$735 each ☐ 2x = \$845 each ☐ 1x = \$975 each

Banner Ad - Inside Pages ☐ 4x = \$490 each ☐ 3x = \$635 each ☐ 2x = \$725 each ☐ 1x = \$840 each

Page Choice(s): ☐ Subspecialty Review ☐ Allergy Review ☐ Case Presentations ☐ Clinical Pediatric Pharmacology/Toxicology
 ☐ Invited Manuscripts ☐ Abstract Page

In the event that the requested page is not published in the issue you request, your ad will be placed on a similar insidepage.

Advertising and position requests will be taken on a first-come, first-served basis. Every effort will be made to accommodate your request. Upon receipt, insertion orders will be reviewed and availability will be determined. Invoicing will be rendered upon receipt of insertion order. In order for your ad to be published, payment must be made prior to publication date. For multiple banner ads placed within the same issue of eJACOP, a 20% discount will apply.

P.O. / Insertion Number _____ **Payment is due prior to the publication date.**

Page position(s) requests: _____

Multiple ads per issue requests: _____

Authorized Signature: _____

Method of Payment: ☐ Check ☐ VISA ☐ MasterCard ☐ American Express

Credit Card No. _____ Exp. Date _____ CVV Security Code* _____

Credit Card Billing Address _____ Zip Code _____

Signature _____ Printed Name on Card _____

*CVV code is the 3-digit number on the back of VISA or MC or 4-digit number on the front of AMEX card above the account number.

If paying by check, please make payable to **ACOP** and mail to:

ACOP Headquarters • 2209 Dickens Road • Richmond, VA 23230-2005

Phone (877) 231-2267 • Fax form to: (804) 282-0090 • Email: beverly@societyhq.com

Fax Completed Insertion Order to (804) 282-0090 Email Finished Ad File to: beverly@societyhq.com



eJOURNAL

of the AMERICAN COLLEGE OF OSTEOPATHIC PEDIATRICIANS

2013 ADVERTISING INFORMATION

GENERAL INFORMATION

Organization: American College of Osteopathic Pediatricians

President: James E. Foy, DO, FACOP

Editor in Chief: Michael Hunt, DO, FACOP

Headquarters: 2209 Dickens Road, Richmond, VA 23230-2005

Phone: (804) 565-6333 Fax: (804) 282-0090

Website: www.ACOPeds.org

Please contact Beverly Bernard, eJACOP's Advertising Coordinator, to place your ad or with any questions regarding your advertising schedule. She can be reached directly by phone at (804) 565-6321 or by email at beverly@societyhq.com.

Because information regarding products, services and sources of supply are very important to our members, relevant advertising messages are always welcome. ACOP reserves the right to determine whether an ad is appropriate for posting. Refer to the following information regarding sizes and pricing.

MECHANICAL SPECIFICATIONS

FORMAT: jpg or gif, RGB or Index color, 72 dpi

WELCOME PAGE BANNER AD SIZE: 525 pixels x 80 pixels

FORMAT: jpg or gif, RGB or Index color

Will be positioned on an available page on a first come, first served basis.

INSIDE BANNER AD SIZE: 180 pixels x 240 pixels

FORMAT: jpg or gif, RGB or Index color

Will be positioned on an available page on a first come, first served basis. Multiple page insertion discounts are available

Your banner ad can direct the viewer directly to your website, your online exhibit or product catalog. Please indicate the hyperlink address on your insertion order, if applicable.

DESIGN/COMPOSITION CHARGES

Ad Services can be provided at \$105 per hour. Request should be made three weeks prior to publication deadline.

DISPLAY RATES / FREQUENCY DISCOUNTS

WELCOME PAGE BANNER AD

(525 px x 80 px)

	4 X	3X	2X	1X
Home Page	\$640	\$735	\$845	\$975

SCIENCE CONTENT PAGE BANNER AD

(180 px x 240 px)

Positions available on the following inside content pages: Sub-specialty Review, Allergy Review, Case Presentations, Clinical Pediatric Pharmacology/Toxicology, Invited Manuscripts, Case Presentations and Abstracts pages.

	4 X	3X	2X	1X
Inside Page	\$490	\$635	\$725	\$840

Please indicate your page choice(s) on the insertion order.

SPECIAL MULTIPLE PAGE DISCOUNTS

A special multiple page advertising discount is offered for each issue to those advertiser who would like to have more than one ad in the eJACOP. For two or more insertions in an issue, a 20% discount will be given on the total ad space charge.

ADVERTISING POLICIES

Deadlines: Material and insertion orders due on the first of the month preceding date of publication. Positions are available on a first-come, first-served basis.

PUBLICATION DATES & DEADLINES

October - Materials deadline, September 1

January - Materials deadline, December 1

April - Materials deadline, March 1

August - Materials deadline, July 1

Invoicing will be sent upon receipt of your advertising materials. Payment must be made prior to publication date.

Rates are subject to change.