

# *The Diabetes* EDUCATOR

Official Journal of the



American Association  
of Diabetes Educators



2009 MEDIA KIT

Published by



Effective January 2009

# About AADE



Founded in 1973, the American Association of Diabetes Educators is a multi-disciplinary professional membership organization dedicated to advancing the practice of diabetes self-management training and care as integral components of health care for persons with diabetes, and lifestyle management for the prevention of diabetes.

Diabetes self-management training, also called diabetes education, gives patients the knowledge and skills to be able to effectively manage their diabetes on a daily basis. Through a collaborative process, diabetes educators help their patients identify barriers, facilitate problem solving and develop coping strategies.

AADE assists its members and the larger healthcare community in treating people with diabetes and those who are in danger of contracting the disease. This is accomplished with a dynamic organizational structure and a strong mission and goals.





### **Our Mission:**

Driving professional practice to promote healthy living through self-management of diabetes and related conditions.

### **Our Goals:**

- **Research**

AADE advances and promotes evidence-based diabetes self-management education and practice.

- **Driving Practice**

AADE sets the scope and direction for the practice of diabetes education.

- **Professional Development**

AADE provides opportunities for its members and the broader healthcare community to advance their skills and career goals.

- **Integration**

AADE will advance diabetes education as central to quality diabetes care and prevention.

- **Advocacy**

AADE advocates for public policy to improve access to services, supplies and care for those with diabetes or for those at risk for diabetes and related conditions.

- **Membership**

AADE continues to enhance the effective and efficient operation of its member-driven organization.





# Editorial Calendar

Issue	Editorial Highlights	Conference Distribution	Value-Added Opportunities
January/February	Lifestyle, Fitness and Weight Management		Free 12-month 30-word company/product description on AADE website for all 6x advertisers starting in January/February
March/April	Foot Care / Wound Care / Skin Care		Free Ad Perception Study for all 1 page and larger advertisers
May/June	Blood Glucose Monitoring / AADE Meeting Preview / Exhibitor list	American Diabetes Association (ADA), June 5-9, 2009 - New Orleans, LA	Free counter cards for all full page and larger advertisers
July/August	Diabetes and Men's Health / AADE Meeting Preview / Exhibitor Product Categories	American Association of Diabetes Educators (AADE), August 5-8, 2009 - Atlanta, GA	Free counter cards for all full page and larger advertisers
September/October	Nutrition and Diet	American Dietetic Association (FNCE), October 17-20, 2009 - Denver, CO	Free counter cards for all full page and larger advertisers
November/December	Diabetes Self Management Software / Internet Resources The Educators' Guide to Diabetes Resources		

*Editorial topics subject to change. Please contact your representative for any updates.*

# Readership

- **The Diabetes Educator** gives you access to the largest concentration of diabetes education professionals.
- Diabetes educators are smart buyers seeking product information for their patients.
- Diabetes educators are on the front lines with patients and are considered a primary source of diabetes-related information.
- Diabetes educators surpass physicians in one-on-one quality time spent with patients.

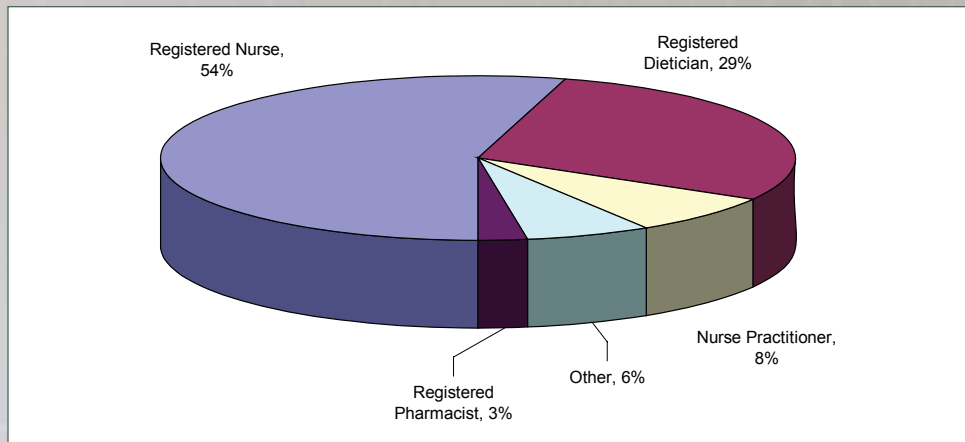
## Our readers will see your ad and respond to your ad...

- 65% visit the journal website at least weekly
- 93% visit the journal website at least monthly
- 83% have responded to ads they have seen in **The Diabetes Educator** over the past 12 months
- 73% read at least half of each issue
- 93% refer to past issues
- 90% recommend specific products to their patients

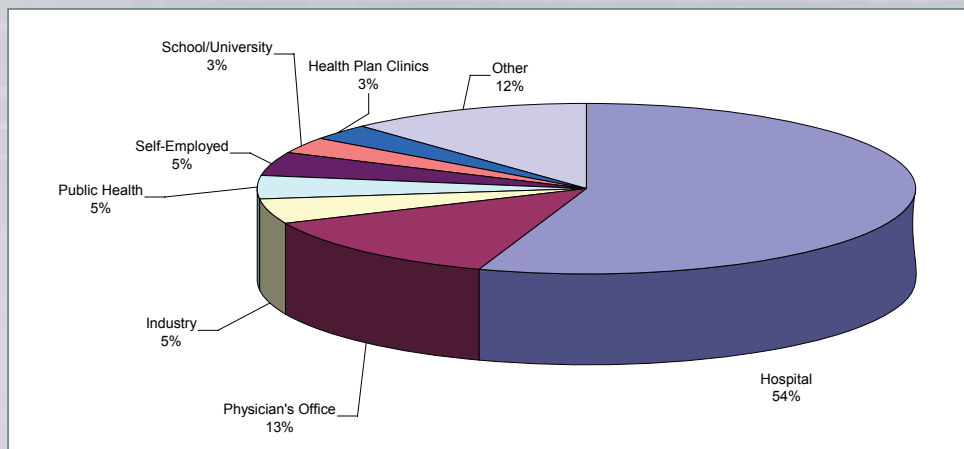
## Our readers spend quality time with patients...

- Our readers see an average of 14 patients in a typical week.
- Our readers spend an average of 52 minutes with each patient.

## Who's reading *The Diabetes Educator*?



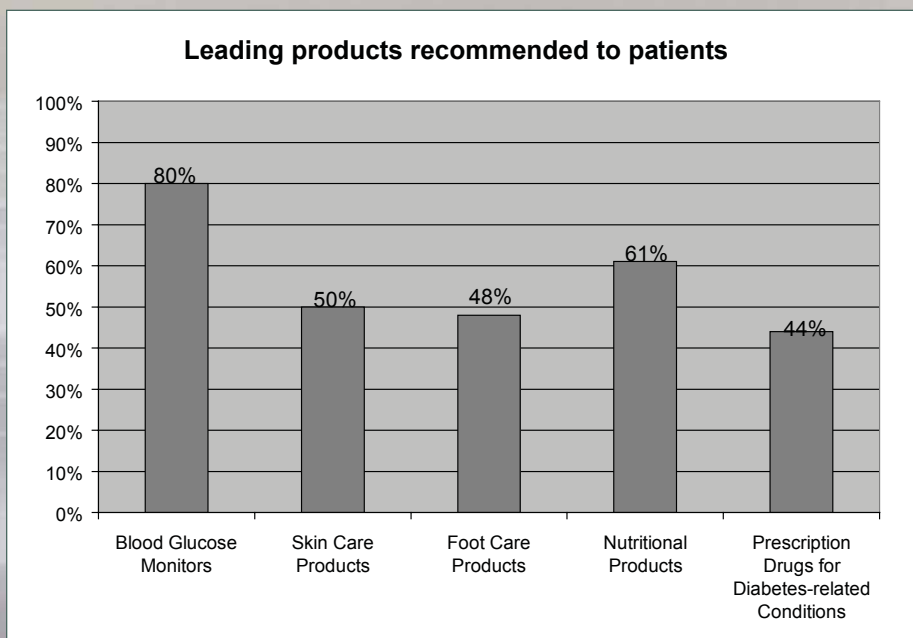
## Practice Setting



**Our readers will recommend your product...**

Prescription drugs recommended	Nutritional products recommended
<ul style="list-style-type: none"> <li>• Blood pressure</li> <li>• Insulin</li> <li>• Oral agents</li> <li>• Cholesterol</li> <li>• Wound care</li> <li>• Weight management</li> <li>• Erectile dysfunction</li> </ul>	<ul style="list-style-type: none"> <li>• Nutritional supplements</li> <li>• Sugar substitutes</li> <li>• Low fat dairy products</li> <li>• Diet beverages</li> <li>• Other nutritional foods</li> </ul>
Foot care products recommended	Other products diabetes educators recommend to their patients
<ul style="list-style-type: none"> <li>• Shoes</li> <li>• Socks</li> <li>• Creams</li> <li>• Wound care</li> </ul>	<ul style="list-style-type: none"> <li>• Automatic and needleless injectors</li> <li>• Blood sampling products</li> <li>• Diagnostic tools</li> <li>• Dietary management programs</li> <li>• Exercise programs and equipment</li> <li>• Insulin products and insulin delivery systems</li> <li>• Monitoring systems</li> <li>• Needle and lancet disposal systems</li> <li>• Self-management software</li> <li>• Skin care products</li> </ul>

**Our readers want your information...**



\*Demographics provided by 2008 Readex® reader survey and 2008 AADE membership data.

# Special Marketing Opportunities

## Patient Education Page Sponsorship

Your company now has the opportunity to sponsor a special patient education page which includes patient information useful to the clinician in educating the patients, as well as a self-assessment-screening tool. This provides an excellent opportunity for a company that would like to help foster the patient/provider relationship by helping to underwrite this educational endeavor. The sponsors can choose the topics for the features that they wish to sponsor.

## Belly Bands

An exclusive way to place your message front and center with each journal reader. Belly bands allow your message to be the very first one seen by the readers.

### Specifications

- Contact Publisher

## Outserts (product samples, brochures)

Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity—only one advertising outsert permitted per issue!

### Specifications

- One dimension must be at least 4 ½”.
- Final piece must not be larger than trim size of journal.
- May not exceed ¼” in thickness or 3.3 oz. in weight
- Prescription-only, perishable or invasive materials not accepted.
- Must be securely sealed.
- Approval of publisher required 30 days prior to closing date.

## Online Advertising

<http://tde.sagepub.com>

*Please see separate rate card for online rates.*

## Posters

*The Diabetes Educator* offers another merchandising opportunity to promote your company on a special poster, highlighting clinical practice guidelines. This poster will be inserted in every copy of the publication so that it gets into the hands of the entire readership. Recognition of the sponsorship will be noted on the poster, along with your product or company logo and Website address.

Prospective sponsors may also suggest topics for these clinical practice guidelines that relate to their core business.

## Supplements

Single-sponsored supplements give you the opportunity to deliver a customized editorial message to all of the subscribers. Supplements are polybagged with a regular issue and may be overprinted for distribution at the sponsor's discretion. Contact us today to discuss the various options for the delivery of your sponsored educational content.

Priority is given to AADE corporate symposia.

## Reprints

Reprints of articles from *The Diabetes Educator* can serve as excellent promotional pieces for your products and services. These reprints may be used for sales support materials, exhibit handouts, seminar literature, and direct mail inserts.

## Exhibiting at AADE Conference

If you are interested in exhibiting at AADE's annual conference, please contact:

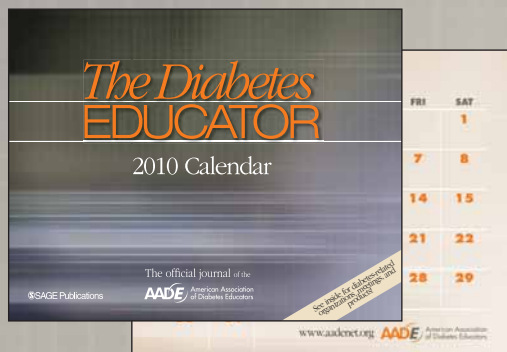
Hall-Erickson, Inc.  
98 E. Naperville Rd.  
Westmont, IL 60559  
Phone: 800-752-6312  
Fax: 630-434-1216

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**Please contact your representative for rates for any of the above opportunities**

# The Diabetes EDUCATOR

The official journal of the **AADE** American Association of Diabetes Educators



Special Marketing Opportunities

## 2010 Wall Calendar Advertising Opportunity

SAGE Publications, in conjunction with AADE, will introduce our third annual Wall Calendar for 2010. This calendar will mail with the November/December 2009 issue of *The Diabetes Educator* to all subscribers.

The calendar will include dates of all related industry conferences, as well as a comprehensive resource on professional education.

This calendar will be an invaluable resource for these diabetes educators as they will refer to it throughout the year.

You have the opportunity to advertise your products adjacent to one of the 12 months. Please act fast because there are only 12 spaces available and the months are assigned on a first-come, first-served basis. Your ad would appear on the page directly above the month dates.

### Advertising Rates:

**1-2 months: \$3,545 per month • 3-5 months: \$3,440 per month • 6 months: \$3,275 per month**

\*All prices are net and not commissionable to agencies. Full page/4-Color ads only. There is a maximum of 6 months that can be purchased by any one company.

### Deadlines:

Space reservations

September 8, 2009

Materials due date

September 15, 2009

Mail date

November 19, 2009

(with Nov/Dec. '09 issue of *The Diabetes Educator*)

### Artwork requirements (full page/4 color only):

Non-bleed ad

10" w x 7 1/2" h

Bleed ad

11 1/8" w x 8 5/8" h

Trim size of calendar

10 7/8" w x 8 3/8" h

Keep live matter 1/4" from trim on sides and bottom and 1/2" from trim on top to allow for hanging hole to be inserted.

Linescreen: 133-150

Please supply a high resolution PDF, with an accompanying SWOP-certified color proof. Minimum required image resolution is 300 dpi for color or gray scale images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert all files submitted in RGB to CMYK but is not responsible for color reproduction on these converted ads.

### Sales/Reservations:

Diane Diamond  
Leonard Media Group  
415 Horsham Rd.  
Horsham, PA 19044

Phone: (215) 675-9133 x205  
Fax: (215) 675-9376

Email: [diane@leonardmedia.com](mailto:diane@leonardmedia.com)

### Artwork delivery:

Advertising Coordinator  
SAGE  
2455 Teller Rd.  
Thousand Oaks, CA 91320

Phone: (805) 410-7160  
Email: [advertising@sagepub.com](mailto:advertising@sagepub.com)

# Rates & Specifications

## General Information

**FREQUENCY** 6 times/year

### PUBLISHER

SAGE Publications  
2455 Teller Road  
Thousand Oaks, California 91320  
Phone: (805) 499-0721  
Fax: (805) 499-8096

### SOCIETY AFFILIATION

Official Journal of the American Association of  
Diabetes Educators

### EDITOR-IN-CHIEF

James A. Fain, PhD, RN, BC-ADM, FAAN

### ADVERTISING REPRESENTATIVE

Diane Diamond  
Leonard Media Group  
415 Horsham Rd.  
Horsham, PA 19044  
Phone: (215) 675-9133  
Fax: (215) 675-9376  
E-mail: [diane@leonardmedia.com](mailto:diane@leonardmedia.com)

### GENERAL POLICY on acceptance of advertising:

All advertising is subject to the publisher's and association's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

## Advertising Specifications

**Trim Size:** 8 3/8" w x 10 7/8" h

**Live matter:** 1/4" from trim

**Line screen:** 133-150

	Non-Bleed	Bleed
<b>Full Page</b>	7" w x 10" h	8 5/8" w x 11 1/8" h
<b>2/3 page vertical</b>	4 1/2" w x 10" h	
<b>1/2 page horizontal</b>	7" w x 4 7/8" h	
<b>1/2 page vertical</b>	3 3/8" w x 10" h	
<b>1/3 page vertical</b>	2 1/4" w x 10" h	
<b>1/4 page vertical</b>	3 3/8" w x 4 7/8" h	

## Requirements For Electronic Delivery

### GENERAL INSTRUCTIONS

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads.

### IMAGE SIZE/CROP

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

### PROOF INSTRUCTIONS

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.
- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

For detailed instructions on file preparation, please log on to <http://dx.sheridan.com/>. We recommend that all advertisers pre-flight their ads prior to submission to publisher to check for errors. If you do not have pre-flight software, then you may use the free pre-flight at: <http://dx.sheridan.com/connect/main.html>.

### FILE SUBMISSION INSTRUCTIONS

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

### BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock for minimum weight and 110# coated stock is the maximum.

### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 4 1/4" h x 6" w. Minimum paper weight is 7 pt. Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

## Advertising Rates 2009

### Black & White Rates

	1x	3x	6x	12x	24x
1 page	\$1,555	\$1,520	\$1,450	\$1,390	\$1,290
½ page	\$1,050	\$1,025	\$975	\$935	\$865
¼ page	\$725	\$705	\$670	n/a	n/a

### Color Charges, Per Page / Fraction (in addition to B&W rates)

	4-color	Additional Pantone Color	Standard Color
1 page	\$1,945	\$925	\$815
1/2 page or 1/4 page	\$1,075	\$655	\$575

### Premium Positions

**Back cover:** Earned B&W rate plus 50%

**Inside front cover and page 1:** Earned B&W rate plus 35%

**Inside back cover:** Earned B&W rate plus 25%

**Facing table of contents:** Earned B&W rate plus 30%

**All other positions:** Earned B&W rate plus 15%.

**Inserts:** 2 page insert: 3x the earned B&W rate  
4 page insert: 5x the earned B&W rate  
6 page insert: 6x the earned B&W rate  
8 page insert: 8x the earned B&W rate  
10 page insert: 10x the earned B&W rate

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

**Agency commission:** 15%

**Payment terms:** Terms for invoices are *Net 30*. Publisher reserves the right to withhold advertising from delinquent advertisers.

### Deadlines 2009

Issue	Space Reservations	Materials Closing	Inserts Due	Mail Date
January/February	1/5/2009	1/9/2009	1/19/2009	2/6/2009
March/April	2/19/2009	2/24/2009	3/6/2009	3/25/2009
May/June	4/8/2009	4/13/2009	4/23/2009	5/12/2009
July/August	6/19/2009	6/24/2009	7/3/2009	7/23/2009
September/October	8/21/2009	8/26/2009	9/4/2009	9/24/2009
November/December	10/16/2009	10/21/2009	10/30/2009	11/19/2009

Cancellations will not be accepted after closing dates for reservations and must be submitted in writing. If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## ADDRESSES & NUMBERS

### ■ FOR ALL ADVERTISING INQUIRIES:

**Diane Diamond**  
**Leonard Media Group**  
415 Horsham Rd.  
Horsham, PA 19044

Phone: (215) 675-9133 x205  
Fax: (215) 675-9376  
E-mail: [diane@leonardmedia.com](mailto:diane@leonardmedia.com)

### ■ FOR ARTWORK DELIVERY (PRINT ADS AND BANNER ADS):

(PLEASE SHIP USING A TRACKABLE SERVICE SUCH AS UPS OR FEDEX):

**Kirsten Beaulieu**  
**SAGE Publications**  
2455 Teller Road  
Thousand Oaks, CA 91320 U.S.A.

Phone: (805) 410-7160  
Fax: (805) 499-8096  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

### ■ FOR REPRINT SALES:

**Barbara Eisenberg**  
**SAGE Publications**  
2455 Teller Road  
Thousand Oaks, CA 91320 U.S.A.

Phone: (805) 410-7763  
Fax: (805) 499-8096  
E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)

### ■ FOR SUPPLEMENT SALES:

**Carolyn Saenz**  
**SAGE Publications**  
2455 Teller Road  
Thousand Oaks, CA 91320 U.S.A.

Phone: (215) 279-7597  
Fax: (805) 499-8096  
E-mail: [carolyn.saenz@sagepub.com](mailto:carolyn.saenz@sagepub.com)

### ■ PRE-PRINTED INSERTS AND OUTSERTS:

(Sample must be submitted to publisher prior to delivery):

Ship To: Tina Pringle / Pam Hays

**Dartmouth Printing**  
69 Lyme Road  
Hanover, NH 03755 U.S.A.  
Phone: (603) 643-2220

For: *The Diabetes Educator* (specify issue)