JAMDA

Product Sales Advertising
Adam Moorad  
(t) 212-633-3122  
amoorad@elsevier.com

www.jamda.com

Mobile Apps Available:  
IOS (iPad/iPhone/iPod) & Android (tablets/smartphones)

Editorial

JAMDA is a peer-reviewed journal that publishes original and timely articles of importance to medical directors and other physicians working in the long-term care continuum. Issue features include Original Studies, Case Reports, Clinical Experience, and Point-of-View Editorials.

Editor-in-Chief: John E. Morley, MB, BCH

Affiliation: American Medical Directors Association

Audience: Association members who work as medical directors and attending physicians in all long-term care settings including skilled nursing and assisted living facilities.

Total Circulation: 5,094  Issuance: 12 times per year

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Print Closings

**Cancellations:** No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>PRINT SPACE CLOSING DATE</th>
<th>PRINT MATERIALS DEADLINE</th>
<th>INSERTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20/1</td>
<td>January</td>
<td>12/4/2018</td>
<td>12/7/2018</td>
<td>12/14/2018</td>
</tr>
<tr>
<td>20/2</td>
<td>February</td>
<td>1/7/2019</td>
<td>1/10/2019</td>
<td>1/17/2019</td>
</tr>
<tr>
<td>20/3</td>
<td>March</td>
<td>2/4/2019</td>
<td>2/7/2019</td>
<td>2/14/2019</td>
</tr>
<tr>
<td>20/6</td>
<td>June</td>
<td>5/7/2019</td>
<td>5/10/2019</td>
<td>5/17/2019</td>
</tr>
<tr>
<td>20/7</td>
<td>July</td>
<td>6/5/2019</td>
<td>6/10/2019</td>
<td>6/17/2019</td>
</tr>
<tr>
<td>20/9</td>
<td>September</td>
<td>8/7/2019</td>
<td>8/12/2019</td>
<td>8/19/2019</td>
</tr>
<tr>
<td>20/10</td>
<td>October</td>
<td>9/6/2019</td>
<td>9/11/2019</td>
<td>9/18/2019</td>
</tr>
</tbody>
</table>

**Bonus Distribution**
Contact your sales representative for more details.
Print Advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,170</td>
<td>$2,850</td>
<td>$2,065</td>
</tr>
<tr>
<td>6x</td>
<td>$4,045</td>
<td>$2,745</td>
<td>$2,010</td>
</tr>
<tr>
<td>12x</td>
<td>$3,990</td>
<td>$2,720</td>
<td>$1,965</td>
</tr>
<tr>
<td>24x</td>
<td>$3,890</td>
<td>$2,645</td>
<td>$1,915</td>
</tr>
<tr>
<td>36x</td>
<td>$3,830</td>
<td>$2,595</td>
<td>$1,885</td>
</tr>
<tr>
<td>48x</td>
<td>$3,740</td>
<td>$2,570</td>
<td>$1,875</td>
</tr>
<tr>
<td>60x</td>
<td>$3,725</td>
<td>$2,545</td>
<td>$1,860</td>
</tr>
<tr>
<td>72x</td>
<td>$3,665</td>
<td>$2,590</td>
<td>$1,720</td>
</tr>
<tr>
<td>96x</td>
<td>$3,585</td>
<td>$2,350</td>
<td>$1,690</td>
</tr>
</tbody>
</table>

3/4 COLOR | STANDARD COLOR | MATCHED COLOR |
---------|----------------|---------------|
$2,020   | $855           | $1,010        |

Premium Positions

Cover 4: 50% B/W Page rate  
Cover 2: 35% B/W Page rate  
Cover 3: 25% B/W Page rate  
Opposite TOC: 25% B/W Page rate  
First Right Hand Page: 25% B/W Page rate  
Other Preferred Positions: 10% B/W Page rate

Cover Tips

$7,500 Net Client Provided (Standard 2-sided; please contact your sales representative for larger unit pricing)

Outserts

$8,000 Net Client Provided (Up to 4 pages; please contact your sales representative for larger unit pricing)

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.  
AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.  
Two-page insert (one leaf): Two-times earned frequency rate.  
Four-page or larger insert: Black & White earned frequency rate per page.

Composition

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

All production charges are net and non-commissionable

Digital Advertising

Banner Ads - Journal Website

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$100 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$100 CPM</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$100 CPM</td>
</tr>
</tbody>
</table>

Banner Ads - Table of Contents (TOC) Email

Page 3 of 10
<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$2,500</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$2,500</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**Banner Ads - Mobile App (iPad, iPhone and Android)**

Contact your sales representative for rates and opportunities.

**Additional Notes:**
1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website, Table of Contents (TOC) email and mobile apps) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.

**Acceptance of Advertising**

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.*
Production Specs

Mechanical Specifications

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td>-</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>

**Binding:** Perfect; Jogs to head

**Printing Process:** Web

**Halftone Screen:** Cover: 150 line screen Text: 150 line screen

Print Ad Specifications

**File Format**

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. **If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.**

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

**NOTE:** *When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

**Images**

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

**Fonts**

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-styled fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

**Page Layout**

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
— Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
— Embedded images should not be scaled, cropped-masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (e.g. Photoshop) and then imported into the page layout program at proper size and position.
— DO NOT nest EPS files within EPS files.
— All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
— Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

**Color Space**

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

**Spot Colors**

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

**Trapping and Screening**

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

**Proofs**

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable.

Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

**Delivery**

Submit PDF ad files to Elsevier ad portal at [www.adqels.com](http://www.adqels.com)

**Conformance to Specs**

Variance from the above specifications may not yield results that conform to Elsevier quality control standards.

**Insert Requirements**

**Size - 2 page:** 8-3/8" x 11-1/8"  
**Size - 4 page:** 16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"  
**Trimming:** 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.

**Insert Stock Weight:** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

**Closing Date for Booking Inserts:** Same as ad space closing

**Insert delivery date:** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

**Note:** *Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.*

**Insert Quantity**

For conference copy distribution, contact Ad Sales Services.

**Insert Packing & Shipping Instructions**

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

**INSERT SHIPMENTS ADDRESS**

JAMDA
Sheridan NH
69 Lyme Road
Disposition Of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester           le.sylvester@elsevier.com         (712) 213-3649       (712) 213-3846

Send new print ad files and submit pickup ads to www.adsdel.com

Digital Specs

Journal Website Banner Ads

Creative Sizes

Leaderboard: 728 x 90
Placement: Journal pages

Above journal banner and logo, set to display on all non-content journal pages (content pages = abstract and full text articles*)

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Wide skyscraper: 160 x 600
Placement: Journal pages

Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

Large rectangle: 300 x 250
Placement: Journal pages

Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

* Generic list of non-content pages available upon request though will vary by journal

Specifications

HTML5: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB
Size: 200K max
Rotation: Accepted
Animated GIF: Max 3 loops of animation – up to 15 seconds per loop
Required Resolution: 72 dpi
Acceptable File Format: GIF, JPEG
Rich Media and HTML5: Yes. Supplied as 3rd party tags only
Target URL: Required
### Rich Media Expanding & HTML In-Page Ads*

<table>
<thead>
<tr>
<th></th>
<th>728x90</th>
<th>300x250</th>
<th>160x600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded (w x h pixels)</td>
<td>728x315</td>
<td>600x250</td>
<td>300x600</td>
</tr>
<tr>
<td>Expand direction</td>
<td>▼ Down</td>
<td>▶ Right</td>
<td>▼ Left</td>
</tr>
<tr>
<td>Initial size</td>
<td>150 KB</td>
<td>150 KB</td>
<td>150 KB</td>
</tr>
<tr>
<td>Subsequent size</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up GIF</td>
<td>200 KB</td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Max video file size</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Expansion method</td>
<td>On click</td>
<td>On click</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close button requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

### Additional Notes:
- Third party tags must be SSL compliant
- Ads served via DFP by Google

### Table of Contents (TOC) Email Banner Ads

#### Creative Sizes

- **Leaderboard:** 728 x 90
- **Wide Skyscraper:** 160 x 600
- **Large Rectangle:** 300 x 250

#### Specifications

- **Size:** 200K max
- **Rotation:** No
- **Required Resolution:** 72 dpi
- **Acceptable File Format:** gif or jpg
- **Rich Media:** No
- **Animation:** No
- **Target URL:** Required
- **3rd Party Tags:** No

### Mobile App Banner Ads – Tablets (iPad and Android)

#### Creative Sizes
Interstitial, Landscape: 1024 x 768
Interstitial, Portrait: 768 x 1024
Home Screen, Table of Contents, and Abstract Page: 728 x 90
Article Menu Bar: 160 x 600

Specifications
Interstitial
File types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File size: 200K file size limit.
Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance
Target URL: Required

Home Screen, Table of Contents, Abstract Page, and Article Menu Bar
File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size: 200K file size limit.
Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance
Target URL: Required

Mobile App Banner Ads – Smartphones (iPhone and Android)

Creative Sizes
Interstitial (portrait only): 320 x 480
Home Screen, Table of Contents, and Abstract Page (portrait only): 300 x 50

Specifications
Interstitial
File types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File size: 40K file size limit. 3rd party tracking and click pixels are accepted.
Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance
Target URL: Required

Home Screen, Table of Contents, and Abstract Page
File Types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size: No bigger than 40kb. No 3rd party ad tags. 3rd party tracking and click pixels are accepted.
Rich Media Ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance
Target URL: Required