

ADVERTISING INFORMATION

Rates effective January 1, 2008

1. OVERVIEW

Professionals involved in the science and practice of aging, including educators, planners, administrators, and service deliverers, and researchers and practitioners in clinical medicine, biological, behavioral, and social sciences.

2. ADVERTISING RATES, BLACK AND WHITE

Frequency	1	3	6	12
Full page	\$934	\$923	\$900	\$879
½ page	\$645	\$633	\$611	\$589
¼ page	\$467	\$455	\$433	\$411

3. COLOR RATES

Additional charges for color apply to each insertion:

2 color: \$1,650

3 or 4 color: \$1,895

Metallic color: \$1,650

4. EXTRA CHARGES

Composition charges if ad not ready for printing:

¼ page: \$40; ½ page: \$80; full page: \$160

5. CIRCULATION:

6,538

6. EDITORIAL CONTENT

William McAuley, Ph.D., Editor-in-Chief, Center for Social Science Research, George Mason University
Peer-reviewed. Presents and interprets the results of research in gerontology as applied to practice and policy development and introduces new concepts and clinical ideas. Multidisciplinary, includes practice concepts and book reviews.

7. CLOSING DATES FOR SPACE

	Space Reservation	Camera-Ready Copy	Issue Date
February	12/1/07	12/14/07	2/1
April	2/1/08	2/15/08	4/1
June	4/1/08	4/15/08	6/1
August	6/1/08	6/16/08	8/1
Program (October)	7/25/08	8/1/08	10/1
October	8/1/08	8/15/08	10/1
December	10/1/08	10/15/08	12/1
February (2009)	12/1/08	12/15/08	2/1

Copy to be set by GSA is due with space reservation. Cancellations cannot be accepted later than one week after space reservation date.

8. AD SIZES

	Nonbleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full page	7¼	10	8⅝	11⅝
½ page horizontal	7⅞	4⅝		
½ page vertical	3½	9½		
¼ page vertical	3½	4⅝		

9. COVER AND PREFERRED POSITION RATES (NON-CANCELLABLE)

- 2nd cover: earned rate plus 25% for one page.
- 3rd cover: earned rate plus 15% for one page.
- Page facing 2nd cover: earned rate plus 25% for one page.
- Page facing individual contents: earned rate plus 25% for one page.
- Page facing first text: earned rate plus 25% for one page.
- Page facing last text: earned rate plus 25% for one page.

10. INSERTS

2-page inserts: 2 times earned black and white rate.

4-page inserts: 4 times earned black and white rate.

Business reply cards: earned black and white rate for one page.

	Width	Height
2-page insert	8 $\frac{5}{8}$	11 $\frac{1}{8}$
4-page insert	8 $\frac{5}{8}$	11 $\frac{1}{8}$

**Larger sizes available upon request. All inserts jog to the head.*

Inserts subject to approval by editor. New copy to be received by publisher with space reservation.

11. INSERT REQUIREMENTS

- Inserts to be supplied folded.
- Trimming: $\frac{1}{4}$ inch head trim, $\frac{1}{8}$ inch bottom, gutter, and outside edge.
- Margin for live matter: $\frac{5}{8}$ inch inside all edges of untrimmed insert.
- Stock: 50 lb. minimum, 110 lb. maximum.
- Quantity and shipping: Consult GSA Publications Director.
- Copy clearance: All inserts subject to approval by editor. Copy and insert design should be supplied to GSA Director of Publications prior to printing inserts. Allow three weeks for approval.

12. PLACEMENT POLICY FOR ADVERTISING

Interspersed.

13. EARNED RATES

Rates are based on the total units earned during a 12-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate. Ad units run in GSA journal during a 12-month calendar year may be applied to the advertiser's earned frequency for each journal.

14. TRIM SIZE

- Final trim size of publications is 8 $\frac{3}{8}$ inches \times 10 $\frac{7}{8}$ inches.
- Live matter should be kept a minimum of $\frac{1}{4}$ inch from trimmed edges.
- A minimum of $\frac{1}{4}$ inch should be allowed for the bind.

15. REPRODUCTION REQUIREMENTS

- Offset negatives on .004 inch stable 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 (except for color advertisements) are accepted.
- Identification proof must accompany each order. All color ads require match print, chrome, or progressives.

16. TYPE OF BINDING

Perfect

17. PAPER STOCK

Inside pages: 50 lb. opaque

Covers: 80 lb. gloss 2 sides

18. HALFTONE SCREEN

Covers, inside, and color: 150-line screen preferred.

19. BUSINESS REPLY CARD REQUIREMENTS

A business reply card will be accepted when running in conjunction with an advertisement of at least 1 page. Subject to approval by publisher. Copy and design should be supplied to GSA Director of Publications prior to printing.

20. INSERTION ORDER & COPY REGULATIONS

- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of ad (proof of ad to be furnished if possible), plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instruction, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
- Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.
- The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- Requests for specified position at R.O.P. rates are given consideration but no guarantee is made unless the position premium has been provided in the contract.
- A contract year, or 12-month period, starts from January 1st. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.
- Cancellation of space order forfeits the right to position protection.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
- Advertisements ordered to be set in type and then cancelled will be charged \$50.
- Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

21. ADDRESSES

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