

ADVERTISING INFORMATION

Rates effective January 1, 2008

1. OVERVIEW

The Journals of Gerontology were the first journals on aging published in the United States. The tradition of excellence in these peer-reviewed scientific journals, established in 1946, continues today.

- *Journals of Gerontology Series A: Biological Sciences and Medical Sciences* publishes monthly.
- *Journals of Gerontology Series B: Psychological Sciences and Social Sciences* publishes bimonthly, with issues in January, March, May, July, September, and November.

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:

Journals of Gerontology Series A: 3,818
Journals of Gerontology Series B: 5,862

6. COVERAGE AND MARKET

Coverage—International Market:
Researchers, educators, practitioners, and other professionals in the multidisciplinary field of aging, including psychologists, psychiatrists, geriatricians, and other physicians, nurses, sociologists, social workers, administrators and service deliverers.

7. EDITORIAL CONTENT

Journal of Gerontology: Biological Sciences
Huber Warner, PhD, Editor, University of Minnesota
Publishes articles on the biological aspects of aging in areas such as biochemistry, biodemography, cellular and molecular biology, comparative and evolutionary biology, endocrinology, exercise science, genetics, immunology, morphology,

neuroscience, nutrition, pathology, pharmacology, physiology, vertebrate and invertebrate genetics, and biological underpinnings of late-life diseases.

Journal of Gerontology: Medical Sciences

Luigi Ferrucci, MD, PhD, Editor, National Institutes of Health, National Institute on Aging
Publishes articles representing the full range of medical sciences pertaining to aging including basic medical sciences, clinical epidemiology, clinical research, and health services research from professions such as medicine, dentistry, allied health sciences, and nursing.

Journal of Gerontology: Psychological Sciences

Rosemary Blieszner, PhD, Department of Human Development, Virginia Polytechnic Institute and State University
Publishes articles on applied, clinical and counseling, developmental, experimental, and social psychology of aging on topics such as attitudes, cognition, educational gerontology, emotion, health psychology, industrial gerontology, interpersonal relations, neuropsychology, perception, personality, physiological psychology, psychometric tests, and sensation.

Journal of Gerontology: Social Sciences

Kenneth F. Ferraro, PhD, Editor, Department of Sociology, Purdue University
Publishes articles using a variety of theoretical and methodological approaches encompassing quantitative, qualitative, experimental, and nonexperimental research in areas such as anthropology, demography, economics, epidemiology, geography, health services, political science, public health, social history, social work, and sociology.

8. CLOSING DATES FOR SPACE

	Space Reservation	Camera-Ready Copy	Issue Date
January	11/1/07	11/15/07	1/1
February	12/1/07	12/14/07	2/1
March	1/1/08	1/15/08	3/1
April	2/1/08	2/15/08	4/1
May	3/1/08	3/15/08	5/1
June	4/1/08	4/15/08	6/1
July	5/1/08	5/15/08	7/1
August	6/1/08	6/16/08	8/1
September	7/1/08	7/15/08	9/1
October	8/1/08	8/15/08	10/1
November	9/1/08	9/15/08	11/1
December	10/1/08	10/15/08	12/1

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

9. AD SIZES

	Nonbleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full page	7 $\frac{1}{4}$	10	8 $\frac{5}{8}$	11 $\frac{1}{8}$
$\frac{1}{2}$ page horizontal	7 $\frac{1}{8}$	4 $\frac{5}{8}$		
$\frac{1}{2}$ page vertical	3 $\frac{1}{2}$	9 $\frac{1}{2}$		
$\frac{1}{4}$ page vertical	3 $\frac{1}{2}$	4 $\frac{5}{8}$		

10. 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.

11. 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.

12. 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.

13. PLACEMENT POLICY FOR ADVERTISING

Interspersed. Indicate biological, medical, psychological, or social sciences.

14. 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.

15. 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.

16. 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.

17. TYPE OF BINDING

Perfect

18. PAPER STOCK

Inside pages: 50 lb. enamel
Covers: 10 pt. coated 2 sides

19. HALFTONE SCREEN

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

20. 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.

21. 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.

22. ADDRESSES

GSA Director of Publications

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