

ADVERTISING INFORMATION

Rates effective January 1, 2008

1. OVERVIEW

Gerontology News (ISSN 1083-222X) is a publication of The Gerontological Society of America (GSA), the premier professional association in the field of aging with more than 5,000 members in thirty countries worldwide. It reports on policy issues, legislative actions, Society events, research results, and recently released major reports on aging. Regular features include Washington Updates; Research Highlights; Grants Available; New Resources and Reports; Data Updates; and Calls for Papers, Nominations, and Manuscripts.

2. ADVERTISING RATES, BLACK AND WHITE

	Width	Height	Camera-ready	Non-ready
Full page	8	10	\$847	\$924
½ page horizontal	8	5	\$518	\$569
½ page vertical	4	10½	\$518	\$569
¼ page	4	5¼	\$289	\$317
⅛ page	3¼	2¼	\$178	\$201

Camera ready copy must be provided in electronic format. Please use type no smaller than 10 points.

3. CLOSING DATES FOR SPACE

First of the month for the following month's edition. To reserve space in Gerontology News, contact Steve Kavalgian at (860) 434-6889, Fax: (860) 434-9744, E-mail: advertising@geron.org.

4. CIRCULATION

Gerontology News is sent to more than 5,200 researchers, scientists, doctors, nurses, policy-makers, social workers, research biologists, and other professionals in the field of aging. It is widely circulated and posted on bulletin boards and on GSA's home page at <http://www.geron.org>. The estimated total readership is 20,000.

5. ADVERTISING POLICY

Gerontology News accepts ads for conferences and special events, fellowships, jobs, and degree programs relevant to the field of aging. We reserve the right to reject or discontinue any advertising. We do not pay commission from the ad price.

6. ADDRESSES

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