



TEXAS HEART INSTITUTE JOURNAL

GENERAL INFORMATION:

The *Texas Heart Institute Journal*, established in 1974, is published bimonthly by the Texas Heart Institute, Houston, Texas. The Texas Heart Institute is affiliated with St. Luke's Episcopal Hospital, Texas Children's Hospital, and The University of Texas Medical School System.

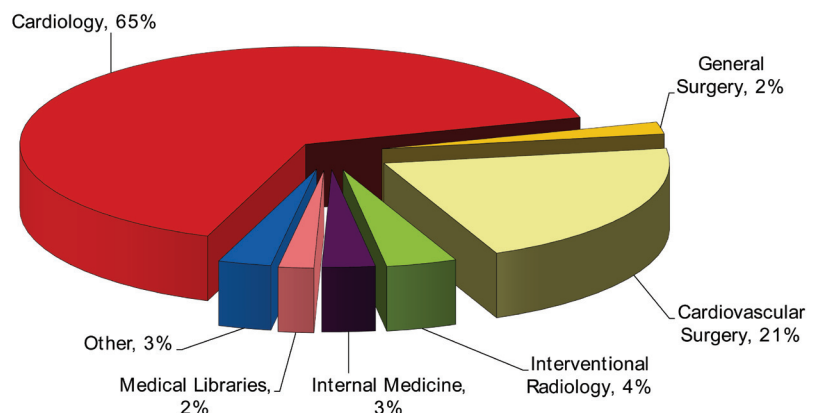
In its 2010 ranking of "America's Best Hospitals," *U.S. News & World Report* ranked the Texas Heart Institute #4 among the top centers for heart and heart surgery in the United States.

The *Texas Heart Institute Journal* publishes peer-reviewed clinical and investigative reports pertaining to the study and treatment of cardiovascular disease, with emphasis on material that has application in the practices of cardiologists, cardiovascular surgeons, internists, and other physicians who care for patients with diseases of the cardiovascular system.

The *Texas Heart Institute Journal* reaches professionals in the fields of cardiology and cardiovascular surgery. It also reaches professionals in internal medicine and general surgery who have a secondary specialty or interest in cardiology. The *Journal* is a vital part of major medical library collections across the world, supplying the most recent medical research and clinical information. Circulation statistics show the *Texas Heart Institute Journal* to be a leading publication in the cardiovascular field.

CIRCULATION:

REACHES 50,000 CARDIOVASCULAR SPECIALISTS



Kathleen Malamphy

Advertising Representative

1552 Chapman Rd.

Crofton, MD 21114

Voice: (410) 916-2273

E-mail: kmalamphy@verizon.net

Display Advertising Rates (Black and White)

	Full Page	½ Page	¼ Page
1x	\$2,300	\$1,725	\$1,295
2x	\$2,200	\$1,650	\$1,240
3x	\$2,100	\$1,575	\$1,180
6x	\$2,000	\$1,500	\$1,125
12x	\$1,800	\$1,350	\$1,010

Cover & Preferred Position Rates

Outside Back Cover	\$500 Extra
Inside Front or Inside Back Cover	\$300 Extra
Page 1	\$200 Extra
Other Special Positions	\$100 Extra

Color Rates

	Inside Pages	On Covers
4-Color Per Page	\$600	\$950
Standard Color Per Page	\$600	\$700

Bound-in Inserts

- 2-page inserts, flat fee \$4,000
- 4-page inserts, flat fee \$5,250

Loose Inserts

- 2-page inserts, 3X the earned B&W rate
- 4-page inserts, 5X the earned B&W rate

2012 Closing Dates

Issue	Space	Materials
February	Jan. 3	Jan. 10
April	Mar. 2	Mar. 9
June	May 2	May 9
August	July 2	July 9
October	Aug. 30	Sep. 7
December	Oct. 31	Nov. 7

MECHANICAL REQUIREMENTS

Ad Sizes

	Non-Bleed Width x Height	Bleed Width x Height
Full Page	7" x 10"	8 ⁵ / ₈ " x 11 ¹ / ₈ "
Half Page Horizontal	7" x 5"	
Half Page Vertical	3 ¹ / ₂ " x 10"	
Quarter Page	3 ¹ / ₂ " x 4 ⁷ / ₈ "	
Eighth Page	3 ¹ / ₂ " x 2 ³ / ₈ "	

Trim Size:

The *Journal* trims 1/8" off top, bottom, and outside edge. The final trim size of the publication is 8³/₄" x 10⁷/₈". Live matter should be a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

Halftone Screen:

133-150 line screens are acceptable.

Insert Requirements:

All inserts must be furnished printed, folded, and ready for binding. Inserts must be folded to 8³/₄" x 11¹/₄". All inserts will be placed between signatures. Call in advance.

Electronic Files:

Electronic files are the preferred method for submission of advertising materials. The following file types are acceptable (in PC or Apple format):

- Adobe Acrobat PDF files (except for spot color ads): PDFs should be created using Press Optimized settings. All fonts must be embedded. Verify journal trim and bleeds.
- Adobe PageMaker, Quark Express, or InDesign files: Include the screen and printer fonts and all linked graphics.
- Adobe Illustrator or Macromedia Freehand: Include screen and printer fonts or select all and convert the type to curves/outlines/paths. Include all linked graphics. File must be set up for correct journal trim and bleeds must be set at 1/8" beyond the trim.

Image resolution for color or grayscale files should be 300 ppi or higher; bitmap line art should be 1200 ppi. No RGB or Indexed color-mode graphics. Color proofs made from supplied files must be provided with the electronic file. It is recommended that you submit files one week prior to the published materials deadline. Please include the name and version of the software program used to create your file.

2011 SUBSCRIPTION RATES:

Individual USA address, \$70.00; individual outside USA, \$80.00; institutions, \$100.00. All prices subject to change without notice.

POLICY ON PLACEMENT OF ADVERTISING:

Advertising placed at the editor's discretion.

ACCEPTANCE AND CONDITIONS OF ADVERTISING:

Acceptance: Subject to approval by editorial office. New copy to be received by the publisher by the closing date. The *Journal* does not accept non-medical advertising.

Conditions: The Advertiser and/or Advertising Agency agree to assume all liability for content of the ads printed and must be fully authorized for use of the ad's content. In consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher and Printer harmless from any loss or expense arising from an advertisement. The Publisher and Printer will not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to work stoppages, accidents, publishing schedules, acts of God, or any circumstance not within control of the Publisher or Printer. The Publisher and Printer are not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Printer's liability will not exceed the manufacturing cost of producing the ad.

Sequential Liability: Advertiser and Advertising Agency are jointly and severally liable for payment. The *Texas Heart Institute Journal* will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

PRINTER'S LIMITED EXPOSURE STATEMENT:

Printer assumes no financial responsibility for any error or omission occurring in the publication of an advertisement. If an error is the fault of the Printer, the Publisher/Advertiser will receive a credit for additional advertising space in the next available issue. All claims for errors in advertisements must be made in writing and received within 10 days of publication and will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value or content of an advertisement will not qualify for a credit, nor will any credit be allowed if the advertiser has seen and approved a proof.

In no event shall the Publisher or the Printer be liable to Advertiser, Agency, or any other parties for any further damages of any kind arising from advertiser's placement of advertising, including but not limited to direct, indirect, special, or consequential damages or lost profits.

AGENCY COMMISSION:

15% to recognized agencies. Color charges and positioning charges are commissionable.

PAYMENT TERMS:

Net thirty (30) days from date of invoice. No cash discounts allowed.