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www.ContemporaryPediatrics.com Powered by ModernMedicine.com

rates

1. Effective Date:

January 1, 2009 for all advertisers. All contract advertisers will be protected under these rates for the calendar year 2009.

2. Earned Rates:

a) **Full-Run Rates:** Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Insertions from a parent company and its subsidiaries are combined to determine earned rate. Publisher guarantees uniform rates to all advertisers.

b) **Demographic Rates:** Accepted on a limited basis (see item 3e).

3. Rates, Discounts, and Commissions:

a) **Full-Run (black-and-white) Rates:** See box on next page.

b) **Insert Rates:** See box at bottom of next page.

c) **Web Rates on www.ModernMedicine.com:** With the integration of Advanstar Communications Inc. healthcare Web sites into the **ModernMedicine.com** Network, online advertising can now be bought on a CPM basis, either run-of-site or through specific channels.

1) Run-of-site: \$65 CPM

Positions your ad throughout the **ModernMedicine.com** Network. Your ad will be served up to all our sites (no specific placement) to achieve favorable impressions for your marketing message.

1) Channel Buy: \$110 CPM

Channel buys allow targeting by physician specialty or other specified clinicians, therapeutic location (Resource and Condition Centers and Special Sections) and by word search through 25 keywords.

d) Discount Programs:

1) 2008 Corporate Discount Program:

Effective with January 1, 2009 insertion orders, the Corporate Discount Program is based on an advertiser's 2008 net advertising plus non-CME promotional project expenditures in all of the Advanstar Communications Healthcare print media. Please contact your account manager for more information.

2008 Net Corporate Spend	Rate Savings	2008 Net Corporate Spend	Rate Savings
\$100,000 – \$250,000	0.50%	\$2,500,001 – \$3,000,000	5.00%
\$250,001 – \$500,000	0.75%	\$3,000,001 – \$3,500,000	6.00%
\$500,001 – \$750,000	1.00%	\$3,500,001 – \$4,000,000	8.00%
\$750,001 – \$1,000,000	1.50%	\$4,000,001 – \$4,500,000	10.00%
\$1,000,001 – \$1,500,000	2.00%	\$4,500,001 – \$5,000,000	12.00%
\$1,500,001 – \$2,000,000	3.00%	\$5,000,001 – \$5,500,000	14.00%
\$2,000,001 – \$2,500,000	4.00%	\$5,500,001 – \$6,000,000	16.00%

2) Specialty Care Group Discount:

Effective with January 1, 2009 insertion orders. The 2009 Advanstar Communications Specialty Care Group Discount is based solely on an advertiser's 2008 net print advertising expenditures within the Advanstar Communications Specialty Care Group. Please contact your account manager for more information.

2008 Net Corporate Spend	Rate Savings	2008 Net Corporate Spend	Rate Savings
\$100,000 – \$200,000	1%	\$400,001 – \$500,000	4%
\$200,001 – \$300,000	2%	\$500,001 – Above	5%
\$300,001 – \$400,000	3%		

3) Product Incentive Program: Advertise a minimum of three product insertions in **Contemporary Pediatrics** and save. The more insertions, the more you save:

Insertions	Discount	Insertions	Discount
3x	2%	9x	4%
6x	3%	12x	5%

Product Incentive Program Criteria:

- The minimum number of insertions at each level must be met within a calendar year. One full page in **Contemporary Pediatrics** is the minimum insertion size.
- For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product's gross insertion expenditure. The PIP discount should be added to your corporation's Corporate Discount Program (CDP) earned discount, and the resulting total percentage is taken off of the gross insertion cost.
- You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your **Contemporary Pediatrics** account manager of your product's planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.
- All of a product's indications work together to attain a product's insertion level.

e) **Demographic Rates:** Available on a limited basis. Demographic inserts are calculated by multiplying percent of circulation requested (minimum 50%) times the one-time B&W page rate times the total number of pages, plus a \$1,545 (non-commissionable) mechanical charge. ROB: Limited availability on request.

Notes:

- There is an additional charge if **Contemporary Pediatrics** performs the list match.
 - All full-run insert pages count toward earned full-run frequency rate.
 - Availability of demographic inserts is based on the ability to bind a limited number of matched list runs per issue.
 - Publisher reserves the right to review acceptance of any demographic advertisement.
- f) **Agency Commissions and Terms:** 15% of gross billings on space, color, and premium positions. Withdrawn if not paid within 30 days. A finance charge of 1.5% per month will be applied to all past due balances.

rates | 2009 (Effective January 1, 2009)

Frequency	Full Page		2/3 Page		1/2 Page		1/3 page	
	B&W	4/C	B&W	4/C	B&W	4/C	B&W	4/C
1x	\$4,085	\$6,990	\$3,705	\$6,610	\$2,635	\$5,540	\$2,090	\$4,995
3x	4,010	6,915	3,620	6,525	2,560	5,465	2,035	4,940
6x	3,970	6,875	3,535	6,440	2,520	5,425	2,000	4,905
12x	3,820	6,725	3,485	6,390	2,450	5,355	1,945	4,850
24x	3,720	6,625	3,385	6,290	2,365	5,270	1,895	4,800
36x	3,630	6,535	3,300	6,205	2,325	5,230	1,865	4,770
48x	3,555	6,460	3,215	6,120	2,250	5,155	1,810	4,715
60x	3,515	6,420	3,210	6,115	2,240	5,145	1,805	4,710
72x	3,490	6,395	3,130	6,035	2,225	5,130	1,760	4,665
96x	3,450	6,355	3,095	6,000	2,185	5,090	1,735	4,640
120x	3,405	6,310	3,090	5,995	2,185	5,090	1,735	4,640
144x	3,390	6,295	3,090	5,995	2,185	5,090	1,735	4,640

insert rates | 2009 (Effective January 1, 2009)

Frequency	2 page	4 page	6 page	8 page	10 page	12 page
1x	\$8,170	N/A	N/A	N/A	N/A	N/A
3x	8,020	\$16,040	N/A	N/A	N/A	N/A
6x	7,940	15,880	\$23,820	\$31,760	\$39,700	N/A
12x	7,640	15,280	22,920	30,560	38,200	\$45,840
24x	7,440	14,880	22,320	29,760	37,200	44,640
36x	7,260	14,520	21,780	29,040	36,300	43,560
48x	7,110	14,220	21,330	28,440	35,550	42,660
60x	7,030	14,060	21,090	28,120	35,150	42,180
72x	6,980	13,960	20,940	27,920	34,900	41,880
96x	6,900	13,800	20,700	27,600	34,500	41,400
120x	6,810	13,620	20,430	27,240	34,050	40,680
144x	6,780	13,560	20,340	27,120	33,900	40,680

rates continued

- 4. Color:** In addition to earned B&W rates.
Charge per color/page or fraction
- | | |
|--|-------------------------------------|
| Second color (magenta, cyan, yellow): | \$1,060 |
| Matched color (all PMS excluding 800 series): | \$1,260 |
| Sheen/Metallic/Fluorescent color (PMS 800 series): | \$2,190 |
| 3- and 4-color process: | \$2,905 |
| 5-color: | 4C process rate + PMS or sheen rate |

- 5. Covers and Premium Positions (non-cancelable)*:**
- a) **Cover Rates:**
- | | |
|-----------------------------|----------|
| Second cover (spread only): | \$9,070 |
| Third cover: | \$7,595 |
| Fourth cover: | \$11,365 |
- b) **Premium Positions:**
- | | |
|-----------------------------------|---------|
| Opposite Dr. McMillan's editorial | \$8,230 |
| Opposite table of contents | \$8,230 |
- c) **Special Position Charge:** A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

* Includes 4-C charges. One impression standard or matched color, or fifth color extra charge. Consult Publisher for rates. When a cover is included in a multiple-page space unit, all pages must be full pages.

- 6. Classified Advertising:**
Inquiries, orders, ad copy, and payments should be directed to:

Products & Services:
Karen Eckenwiler
Advanstar Communications
24950 Country Club Blvd., Ste. 200
North Olmstead, OH 44070
Phone: (440) 891-2670
Fax: (440) 826-2865
keckenwiler@advanstar.com

Recruitment:
Scott Eigenbrod
Advanstar Communications
24950 Country Club Blvd., Ste. 200
North Olmstead, OH 44070
Phone: (440) 891-2671
Fax: (440) 826-2865
seigenbrod@advanstar.com

insert information

- 7. Availability and Acceptance:**
- a) **Availability:** Inserts are accepted.
- b) **Acceptance:** Stock and copy sample must be submitted to the Production Manager for approval at least one month prior to scheduled issue.
- c) **BRCs:** Accepted on a limited basis. BRC must accompany a minimum of a full-page ad. BRCs are charged at the 1x B&W page rate.

- 8. Charges:**
Advertisers will be billed at cost for charges incurred due to incorrectly supplied inserts.

- 9. Stock Specifications:**
- a) **Acceptable stock weights:**

	Single leaf/ 2 Pages	4 Pages	Six + Pages
Coated	80#	70#	60#
Uncoated	60#	50#	40#
Thickness	.004" max	.004" max	.035" max

Submit samples to Production Manager for approval. Samples of insert stock should be submitted four weeks in advance of insert delivery date and prior to printing of insert.

- b) **Grain:** Insert stock grain should run parallel to the binding edge.

- 10. Trimming:**
Ship folded: Bound in: 8" x 10³/₄", Tipped in: 7¹/₂" x 10³/₄". Trimming of oversized inserts will be charged at cost. Keep live matter ¹/₂" from trimmed edges and ¹/₂" from gutter trim. Book is jogged to head; allow ¹/₈" for grind off in gutter, face, head, and foot trim. All inserts to be full sized, supplied untrimmed, printed, folded (except single leaf), and ready for bindery.

- 11. Quantity:** 70,000.

- 12. Shipping:**
- a) Delivered on skids dimension of 40" x 48", 4 way pallets with a single band holding a lift together. Skid or pallet CANNOT exceed 42" in height from the floor to the top of the skid or pallet. Failure to meet the requirements may result in a re-stacking charge passed on to insert supplier.
- b) Packing slip MUST have publication name, date, and insert quantity clearly marked. Samples should be attached for identification. Multiple issues or different inserts MUST be packed separated by issue. Publication/printer will not be responsible for inserts destroyed if not separated by issue.

Ship to:
Contemporary Pediatrics
R.R. Donnelley
100 Banta Road
Long Prairie, MN 56347
(320) 732-2121

issuance and closing

13. **First Issue:** 1984.
14. **Frequency:** 12 monthly issues.
15. **Issue Dates:** See chart below.
16. **Mailing Class:** Periodical.
17. **Closing Dates:** See chart below.
Reservations for space must be confirmed by written insertion order prior to closing.

Issue Date	Ad Close	Materials Due	Special Marketing Opportunities	Issue Date	Ad Close	Materials Due	Special Marketing Opportunities
January	12/15/08	12/22/08		June	05/18/09	05/26/09	• Consumer Supplement: <i>Contemporary Kids</i>
February	01/16/09	01/23/09	• Bonus Distribution at NAPNAP	July	06/15/09	06/22/09	
March	02/16/09	02/23/09	• Supplement: Vaccines • Bonus Distribution at NAPNAP & PAS	August	07/17/09	07/24/09	• Bonus Distribution at AAP
April	03/16/09	03/23/09	• Consumer Supplement: <i>Contemporary Kids</i> • Bonus Distribution at PAS	September	08/17/09	08/24/09	• Consumer Supplement: <i>Contemporary Kids</i> • Bonus Distribution at AAP
May	04/17/09	04/24/09	• Supplement: Dermatology	October	09/18/09	09/25/09	• Supplement: Dermatology
				November	10/16/09	10/23/09	
				December	11/16/09	11/23/09	• Consumer Supplement: <i>Contemporary Kids</i>

editorial

18. **Special Issues:** See chart above.
a) **Index Issue:** December.
19. **General Editorial Direction:**
Editorial direction: *Contemporary Pediatrics* fosters continuing professional development through in depth clinical and peer review, practice management, and CME articles written by experts in readable, evidence-based formats. Office, hospital-based pediatricians and pediatric nurse practitioners use our timely, trusted, practical information to enhance their day-to-day care of children.
20. **Average Issue Information:**
a) **Average number of articles/issue:** 4.
b) **Average article length:** 7 pages.
- c) **Editorial departments/features:**
Department/Sections: Features (include Parent Guides), Puzzler, Dermatology: What's Your DX, RX for a Healthy Practice, Journal Club, Clinical Tip, News Updates (FDA, Global), Eye on Washington, Editorial, Your Voice, New Products, CPR-Resources, Postscript, and Events Calendar.
- d) **CME:** Available in each issue, with post-test and evaluation completed online through www.ContemporaryPediatrics.com, powered by ModernMedicine.com.
21. **Origin of Editorial:** Principally solicited and fully peer-reviewed.

circulation

22. **Coverage and Market*:**
a) **Coverage:** 50 states and other international.
b) **Market:** Office-based and hospital-based MDs and DOs with a primary specialty in pediatrics or related key sub-specialties including pediatric allergy, adolescent medicine, internal medicine pediatrics, and family practice, residents, pediatric nurse practitioners and teaching.
23. **Selection Criteria:**
a) **Circulation distribution*:** 98.8% controlled, 1.2% paid.
b) **Paid circulation*:** Non-qualifying physicians, pediatric nurses, physician assistants, nurse practitioners, medical libraries, other medical professionals, and foreign.
c) **Subscription rates:** US, \$89; Canada and foreign, \$105; Single copy US, \$13; Canada and foreign, \$18.
24. **Circulation Verification:**
a) **Audit:** BPA Worldwide.
b) **Mailing house:** Direct Medical Data and Superior Fulfillment.

*Source: Publisher's own data.

25. Circulation Coverage*:

Specialties	Office-based	Total Hospital-based	Medical Teaching	DO's	Other	Total
Pediatrics	38,416	11,268	726	1,760	98	52,214
Pediatric Allergy	42	3	2	-	-	47
Adolescent Medicine	92	43	13	1	1	150
Family Practice	7	2	-	1	10	20
IM/Pediatrics	665	142	12	17	10	846
Pediatric Infectious Diseases	150	175	15	3	4	347
Neonatal-Perinatal Medicine	126	171	7	3	3	310
Other Specialties	39	9	4	-	17	69
Pediatric NP	-	-	-	-	9,300	9,300
Total Circulation	39,537	11,813	779	1,731	9,443	63,303

*Source: July 2008 BPA Publisher Statement

26. **Circulation Modifications or Changes (effective 2009):**
a) **Additions/Modifications:** None.
b) **Estimated Total Circulation for 2009:** 63,303

general information

27. Requirements for Advertising Acceptance:

- a) Professional and nonprofessional products or services are accepted if judged by Publisher to be in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy to Publisher two weeks prior to closing date.
- b) Any ad or advertorial that resembles the **Contemporary Pediatrics** editorial style is strictly prohibited. All advertorials must be clearly designated as advertising.

28. New Product Releases: Send to the Editor.

29. Editorial Research:

Editorial research is conducted on a regular basis to pediatricians. They are asked questions relating to readership of articles and departments in the issue, their potential readership of topics under consideration for future issues, and demographics such as age, specialty, and type of practice.

30. Ad Format and Placement Policy:

- a) **Format:** Interspersed between and within articles.
- b) **Ads rotated:** Yes.

31. Ad/Edit Ratio: 55/45.

32. Services:

- a) **Bonus Distribution:**
 - NAPNAP Meeting, March 19-22, 2009
 - PAS Annual Meeting, May 2-5, 2009
 - AAP National Conference, October 17-20, 2009
- b) **Editorial Reprints:** Contact Kimberly Pippin at 1-800-225-4569 ext. 2756 or email kpippin@advanstar.com.

33. Organization Affiliation: Independent.

34. Association Memberships:

American Business Media (ABM) and BPA Worldwide.

35. Miscellaneous:

- a) All contracts are subject to acceptance by Publisher.
- b) Index of Advertisers is provided as a service to readers and advertisers at no charge. Publisher is not responsible for inadvertent errors in listings, and such errors do not warrant adjustments for space charges.
- c) Publisher shall not be responsible for errors in key numbers or any other typesetting done by Publisher. Errors do not warrant adjustments for space charges.
- d) Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by Publisher is contained because of acts of God, acts of government or governmental instrumentality (whether federal, state, or local), strikes, accidents, work stoppages, fires, or any other similar or dissimilar circumstance beyond the control of Publisher.
- e) Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a short-rate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- f) An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- g) If an Advertiser does not use the amount of space agreed upon in a billing period they will be short-rated from date of first insertion within a 12-month period. Advertiser will be rebated if sufficient space has been used to warrant a lower rate than that which was billed within a 12-month period from date of first insertion.
- h) Costs incurred by Publisher for production work will be charged to the Advertiser regardless of whether or not ad runs.

digital page requirements

36. Ad Sizes and Bleed Sizes (in inches):

	Non-Bleed Sizes Width/Depth	Bleed Sizes Width/Depth (1/8" trim incl.)
2 page spread	14½ x 9½	15¾ x 10¾
1 full page	6¾ x 9½	8 x 10¾
2/3 page	4½ x 9½	5¼ x 10¾
1/2 page (vertical)	3¾ x 9½	4½ x 10¾
1/2 page (horizontal)	6¾ x 4¾	8 x 5¾
1/3 page (vertical)	2½ x 9½	2¾ x 10¾
1/3 page (square)	4½ x 4¾	(no bleed size)

- a) **Live matter:** Hold ½" from trim on all sides.
- b) **Trim size of journal:** 7¾" x 10½".

37. Paper Stock:

- a) **Text pages:** 36# machine coated.
- b) **Covers:** 80# offset enamel.

38. Type of Binding: Perfect bound. Jogs to head.

39. Half-tone Screen Requirements:

- a) **Covers:** 150 line.
- b) **4-C screen:** 133-155 line.
- c) **Density of tone:** 4-C ads not to exceed 300%; 2C, 190%; B&W, 95%.

40. Reproduction Requirements:

Digital 4-C data is required for all ad submissions. See item #43.

41. Disposition of Material and Inserts:

Reproduction material and inserts will be held three months from date of last insertion and then destroyed.

42. Addresses:

- a) **For contracts, insertion orders, other instructions, publication-set copy, reproduction materials, electronic file disks and proofs:**

Contemporary Pediatrics
Attn: Bobbie Lamaere
Production Manager
Phone: (218) 740-6309
Fax: (218) 740-7224
rlamaere@advanstar.com

- b) **For printed inserts only:**

Ship to:
Contemporary Pediatrics
R.R. Donnelley
100 Banta Road
Long Prairie, MN 56347
(320) 732-2121

digital page requirements *continued*

- 43. General Information:** Advanstar Communications, Inc. accepts the following:
- a). **Digital File Formats:** Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to www.AdsAtAdvanstar.com or contact the production manager.
 - b). **Accepted Method of Delivery:** The preferred method of delivering ad files to Advanstar is via a Web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.
 - c). **Ad Proofs:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.
 - d). **Disclaimer:** Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
- 44. Additional Instructions:**
- a) Single page image area should be furnished to magazine trim size, and include 1/8" bleed all sides, and be centered within the file.
 - b) Spreads (two facing pages), should be furnished as one file, with image area centered within the file, to magazine trim, and include 1/8" bleed top, bottom, and outside only.
 - c) The black text should be merged with LW file.
 - d) Digital proofs meeting SWOP Specifications must be provided at 100% size.
- 45. Color Calibration:** SWOP Specifications with digital color bars meeting SWOP requirements, such as GATF/SWOP proofing bars
- 46. Color:**
- a) **CMYK is the only accepted mode for 4-C ads. Do not use RGB.**
 - b) Do not use spot color unless you are paying for a PMS (Pantone) color.
 - c) Colors viewed on your monitor may not be representative of final output. Always check monitor color values against CMYK color swatches and the final KODAK APPROVAL color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will print to published SWOP ink densities. C@1.30, M@1.40, Y@1.00, K@1.70.
- 47. Accepted Method of Delivery:**
Refer to 43 b).
- 48. Provider Information Required:**
- a) Issue date.
 - b) Advertiser, product, and agency name.
 - c) Agency contact person and phone number, or vendor name and phone number.
 - d) List of contents (printout of disk contents).
- 49. Forward Digital File, Proof, and Content List to:**
Contemporary Pediatrics
Att: Bobbie Lamaere,
Production Manager
131 W. 1st Street
Duluth, MN 55802-2065
Phone: (218) 740-6309, Fax: (218) 740-7224
rlamaere@advanstar.com

Policy Disclaimer: Publisher will make every effort to provide expected quality. However, no adjustment to space or color charges will be made where material furnished deviates from published specifications. Contact Production Manager with questions related to acceptability.