Journal of Pediatrics

Overview

*The Journal of Pediatrics* is an international peer-reviewed journal that advances pediatric research and serves as a practical guide for pediatricians who manage health and diagnose and treat disorders in infants, children, and adolescents. The Journal publishes original work based on standards of excellence and expert review. The Journal seeks to publish high quality original articles that are immediately applicable to practice (basic science, translational research, evidence-based medicine), brief clinical and laboratory case reports, medical progress, expert commentary, grand rounds, insightful editorials, “classic” physical examinations, and novel insights into clinical and academic pediatric medicine related to every aspect of child health. Published monthly since 1932, *The Journal of Pediatrics* continues to promote the latest developments in pediatric medicine, child health, policy, and advocacy. It is ranked 6th out of 117 journals in the Pediatrics category in the 2014 Journal Science Report, Thomson Reuters with 2013 Impact Factor of 3.736.

Topics covered in *The Journal of Pediatrics* include, but are not limited to:
- General Pediatrics
- Pediatric Subspecialties
- Adolescent Medicine
- Allergy and Immunology
- Cardiology
- Critical Care Medicine
- Developmental-Behavioral Medicine
- Endocrinology
- Gastroenterology
- Hematology-Oncology
- Infectious Diseases
- Neonatal-Perinatal Medicine
- Nephrology
- Neurology
- Emergency Medicine
- Pulmonology
- Rheumatology
- Genetics
- Ethics
- Health Service Research
- Pediatric Hospitalist Medicine

Mission Statement:
Through a rigorous process of evaluation and peer review, *The Journal of Pediatrics* strives to publish pediatric research of the highest value for a diverse audience of pediatric healthcare professionals: academic general and subspecialty physicians and clinicians, researchers, educators, practicing and general pediatricians, nurse practitioners/physician assistants, hospitalists, residents, fellows, and others. The Journal seeks to inform immediate care decisions, deepen knowledge, and advance further scientific discovery to improve the quality of care and the health of infants, children, and adolescents.
**North America**

Aileen Rivera  
North America  
917-825-3954  
mailto:a.rivera@elsevier.com

Traci Peppers  
North America  
347-449-6997  
t.peppers@elsevier.com

**EMEALA**

Katy Parker  
EMEALA  
+44 (0) 7796 925011  
k.parker@elsevier.com

Monika Giergielewicz  
EMEALA  
+44 (0) 7796 925011  
m.giergielewicz@elsevier.com

**APAC**

Virginia Van Homrigh  
APAC  
61 448 008159  
v.vanhomrigh@elsevier.com

**Global Print Circulation**

1,396

**Avg. Global Monthly Visits**

101,451

**Avg. Global Monthly Unique Visitors**

49,778

**Avg. Global Monthly Page Views**

59,223

**Avg. Global eTOC Distribution**

35,212

**Affiliation**

The Association of Medical School Pediatric Department Chairs, Inc.

**Audience**

Practicing pediatricians, pediatric subspecialists, neonatologists, and other health care professionals

**Editor-in-Chief**

William F. Balistreri, MD

**Issuance**

12 times per year
## Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>265C</td>
<td>February 2024</td>
<td>12/19/2023</td>
<td>12/22/2023</td>
<td>01/05/2024</td>
</tr>
<tr>
<td>266C</td>
<td>March 2024</td>
<td>01/24/2024</td>
<td>01/29/2024</td>
<td>02/05/2024</td>
</tr>
<tr>
<td>267C</td>
<td>April 2024</td>
<td>02/13/2024</td>
<td>02/28/2024</td>
<td>03/06/2024</td>
</tr>
<tr>
<td>268C</td>
<td>May 2024</td>
<td>03/16/2024</td>
<td>03/29/2024</td>
<td>04/05/2024</td>
</tr>
<tr>
<td>269C</td>
<td>June 2024</td>
<td>04/25/2024</td>
<td>04/30/2024</td>
<td>05/07/2024</td>
</tr>
<tr>
<td>270C</td>
<td>July 2024</td>
<td>05/23/2024</td>
<td>05/28/2024</td>
<td>06/04/2024</td>
</tr>
<tr>
<td>271C</td>
<td>August 2024</td>
<td>06/16/2024</td>
<td>07/01/2024</td>
<td>07/08/2024</td>
</tr>
<tr>
<td>272C</td>
<td>September 2024</td>
<td>07/24/2024</td>
<td>07/29/2024</td>
<td>08/05/2024</td>
</tr>
<tr>
<td>273C</td>
<td>October 2024</td>
<td>08/18/2024</td>
<td>09/02/2024</td>
<td>09/09/2024</td>
</tr>
<tr>
<td>274C</td>
<td>November 2024</td>
<td>09/24/2024</td>
<td>09/27/2024</td>
<td>10/04/2024</td>
</tr>
<tr>
<td>275C</td>
<td>December 2024</td>
<td>10/24/2024</td>
<td>10/29/2024</td>
<td>11/05/2024</td>
</tr>
<tr>
<td>276C</td>
<td>January 2025</td>
<td>11/21/2024</td>
<td>11/26/2024</td>
<td>12/03/2024</td>
</tr>
</tbody>
</table>

### Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

### Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,200</td>
<td>$ 2,255</td>
<td>$ 1,660</td>
</tr>
<tr>
<td>3x</td>
<td>$ 2,970</td>
<td>$ 2,085</td>
<td>$ 1,505</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,775</td>
<td>$ 1,965</td>
<td>$ 1,425</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,655</td>
<td>$ 1,875</td>
<td>$ 1,385</td>
</tr>
<tr>
<td>24x</td>
<td>$ 2,575</td>
<td>$ 1,800</td>
<td>$ 1,345</td>
</tr>
<tr>
<td>36x</td>
<td>$ 2,545</td>
<td>$ 1,745</td>
<td>$ 1,310</td>
</tr>
<tr>
<td>48x</td>
<td>$ 2,510</td>
<td>$ 1,730</td>
<td>$ 1,270</td>
</tr>
<tr>
<td>72x</td>
<td>$ 2,445</td>
<td>$ 1,670</td>
<td>$ 1,210</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
<th>STANDARD COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>720</td>
<td>1,690</td>
<td>655</td>
</tr>
</tbody>
</table>

**Cover Tips**  
$ 6,100

**Outserts**  
$ 6,700
**Premium Positions**

Cover 4: 50% B/W Page rate  
Cover 2: 35% B/W Page rate  
Cover 3: 25% B/W Page rate  
Opposite TOC: 25% B/W Page rate  
First Right Hand Page: 25% B/W Page rate  
Other Preferred Positions: 10% B/W Page rate

**Earned Rates**

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

**Inserts**

Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-page insert (one leaf):** Two-times earned frequency rate.
- **Four-page or larger insert:** Black & White earned frequency rate.

**Composition**

All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

**Acceptance of Advertising**

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.*
## Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>265C</td>
<td>February 2024</td>
<td>12/13/2023</td>
</tr>
<tr>
<td>266C</td>
<td>March 2024</td>
<td>01/18/2024</td>
</tr>
<tr>
<td>267C</td>
<td>April 2024</td>
<td>02/19/2024</td>
</tr>
<tr>
<td>268C</td>
<td>May 2024</td>
<td>03/20/2024</td>
</tr>
<tr>
<td>269C</td>
<td>June 2024</td>
<td>04/19/2024</td>
</tr>
<tr>
<td>270C</td>
<td>July 2024</td>
<td>05/17/2024</td>
</tr>
<tr>
<td>271C</td>
<td>August 2024</td>
<td>06/20/2024</td>
</tr>
<tr>
<td>272C</td>
<td>September 2024</td>
<td>07/18/2024</td>
</tr>
<tr>
<td>273C</td>
<td>October 2024</td>
<td>08/22/2024</td>
</tr>
<tr>
<td>274C</td>
<td>November 2024</td>
<td>09/18/2024</td>
</tr>
<tr>
<td>275C</td>
<td>December 2024</td>
<td>10/18/2024</td>
</tr>
<tr>
<td>276C</td>
<td>January 2025</td>
<td>11/15/2024</td>
</tr>
</tbody>
</table>

### Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

## Classified / back of book print advertising

### Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/8 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,120</td>
<td>$ 2,405</td>
<td>$ 1,925</td>
<td>$ 1,170</td>
</tr>
<tr>
<td>3x</td>
<td>$ 2,930</td>
<td>$ 2,240</td>
<td>$ 1,770</td>
<td>$ 1,110</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,750</td>
<td>$ 2,125</td>
<td>$ 1,695</td>
<td>$ 1,050</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,650</td>
<td>$ 2,055</td>
<td>$ 1,665</td>
<td>$ 1,035</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>METALLIC COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,655</td>
<td>640</td>
<td>705</td>
<td>1,205</td>
<td>690</td>
</tr>
</tbody>
</table>

### Confidential Email Inbox

Cost: $40.

### Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
Cancellations:
Must be received in writing on or before the announced closing date.

Run of Book Print Ads

### Specifications

**File Format**

**PDF or PDF/X-1a compliant files, saved as PDF version 1.3.**

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

**Images**

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.
**Fonts**

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

**Page Layout**

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset.
- No content is to be within 1/4” of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.

- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

**Color Space**

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

**Spot Colors**

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

**Trapping and Screening**

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

**Proofs**

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.
Delivered
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Supplied Print Ad Pieces

**Size - 2 page:** 8-3/8" x 11-1/8"
**Size - 4 page:** 16-3/4" x 11-1/8"
**Trimming:** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
**Closing Date for Booking Inserts:** Same as ad space closing
**Insert delivery date:** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.
Copy of insert must accompany insertion order
Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

**Journal of Pediatrics**
Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

FORMATS: jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS: Yes

MAX FILE SIZE: 200 KB

MAX ANIMATION (TIME/LOOPS): 15 seconds/3 loops

PRESTITIAL FREQUENCY: 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

FORMATS: jpeg, png, gif, (static image only)

TRACKING PIXELS: No

MAX FILE SIZE: 200 KB

AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

FORMATS: jpeg, png, gif, (static image only)

TRACKING PIXELS: No

MAX FILE SIZE: 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
These terms and conditions shall apply to all offers, proposals, and advertisements made by Elsevier and by any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties for the "TC". These terms supersede any previous oral or written agreements between the parties. The inclusion of any other terms or conditions in any purchase order or other document is hereby rejected by Elsevier as of the date of the relevant Elsevier order acknowledgment. Where general terms and conditions of business are proposed by the Client, these shall not apply, and the TCs prevail. Any variation to the TCs and any representations about the Products and Services shall not be effective unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TCs will exclude or limit Elsevier's Liability for fraudulent misrepresentation.

2. Offer and acceptance/Description
Orders for the Products and Services by the Client from Elsevier shall be in writing and are subject to a written or email order acknowledgment. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Any cancellations of orders for the Products and Services by the Client shall be subject to the terms of the relevant Elsevier company's return policy. Any returns or cancellations of orders for the Products and Services by the Client shall be subject to the terms of the relevant Elsevier company's return policy. Any cancellations or returns of orders for the Products and Services by the Client shall be subject to the terms of the relevant Elsevier company's return policy. Any cancellations or returns of orders for the Products and Services by the Client shall be subject to the terms of the relevant Elsevier company's return policy. Any cancellations or returns of orders for the Products and Services by the Client shall be subject to the terms of the relevant Elsevier company's return policy. Any cancellations or returns of orders for the Products and Services by the Client shall be subject to the terms of the relevant Elsevier company's return policy. Any cancellations or returns of orders for the Products and Services by the Client shall be subject to the terms of the relevant Elsevier company's return policy.

3. Execution and modification of the order
Any changes to the Product or Service prices, delivery dates, or specifications, which may arise in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier modifies the product or service, the Client shall be liable for any additional cost associated with the modifications, as agreed in writing. The Client shall be responsible for ensuring that all changes made to the order are clearly documented and approved by both parties in writing. If, under the terms of this agreement, Elsevier shall be obligated to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to cancel the order and receive a refund of the amount paid. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements includes a fixed number of insertions, the Client will be responsible for paying for all insertions specified in the order, regardless of the actual number of insertions delivered. In the event of any breach of this TC by the Client, Elsevier shall have the right to cancel the order and retain any amounts paid in advance.

4. Prices, taxes, and currencies
Unless otherwise agreed by Elsevier in writing, the Products shall be supplied at the then-prevailing prices. All taxes and duties, if applicable, shall be charged to the Client. The Client shall be responsible for paying all taxes and duties associated with the importation of the Products into the Client's country. The Client shall provide Elsevier with all necessary information and assurances to enable Elsevier to comply with any import or export regulations.

5. Payment
Unless otherwise agreed in writing, payments shall be made within sixty (60) days of the invoice date in the currency then prevailing. If the Client is in arrears, Elsevier may suspend or cancel the order and retain any amounts paid in advance. The Client shall be responsible for all costs associated with the collection of overdue invoices.