Endocrine Practice

Overview

*Endocrine Practice* is a peer-reviewed journal that publishes the latest information in the treatment of diabetes, thyroid disease, obesity, growth hormone deficiency, sexual dysfunction and osteoporosis. The journal contains original articles, case reports, review articles, commentaries, editorials, visual vignettes, as well as classified and display advertising. Special issues of the journal also include AACE clinical practice guidelines. The journal is indexed in MEDLINE, Science Citation Index Expanded (Web of Science), Current Contents - Clinical Medicine, EMBASE, and Current Abstracts - EBSCO.

Visit Website

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Global Print Circulation
2,147

Avg. Global Monthly Visits
51,280

Avg. Global Monthly Unique Visitors
29,660

Avg. Global Monthly Page Views
35,324

Avg. Global eTOC Distribution
287
## Affiliation
Official scientific publication of the American Association of Clinical Endocrinology (AACE) and the American College of Endocrinology (ACE)

## Audience
All AACE domestic members and international members from over 88 countries. All AACE members are licensed, practicing MDs or DOs who have at least 50% of their practice devoted to endocrine-related disorders.

## Editor-in-Chief
Vin Tangpricha, MD, FACE

## 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>30/1</td>
<td>January 2024</td>
<td>12/01/2023</td>
<td>12/06/2023</td>
<td>12/18/2023</td>
</tr>
<tr>
<td>30/2</td>
<td>February 2024</td>
<td>01/02/2024</td>
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<td>30/3</td>
<td>March 2024</td>
<td>02/01/2024</td>
<td>02/06/2024</td>
<td>02/16/2024</td>
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<tr>
<td>30/4</td>
<td>April 2024</td>
<td>03/05/2024</td>
<td>03/08/2024</td>
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<td>30/6</td>
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<td>05/03/2024</td>
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<td>30/7</td>
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<td>06/03/2024</td>
<td>06/06/2024</td>
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<tr>
<td>30/8</td>
<td>August 2024</td>
<td>07/03/2024</td>
<td>07/09/2024</td>
<td>07/19/2024</td>
</tr>
<tr>
<td>30/9</td>
<td>September 2024</td>
<td>08/02/2024</td>
<td>08/07/2024</td>
<td>08/19/2024</td>
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<tr>
<td>30/10</td>
<td>October 2024</td>
<td>08/30/2024</td>
<td>09/05/2024</td>
<td>09/17/2024</td>
</tr>
<tr>
<td>30/11</td>
<td>November 2024</td>
<td>10/04/2024</td>
<td>10/09/2024</td>
<td>10/21/2024</td>
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<tr>
<td>30/12</td>
<td>December 2024</td>
<td>10/31/2024</td>
<td>11/05/2024</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.
### 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>$3,350</td>
<td>$2,225</td>
<td>$1,815</td>
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<tr>
<td>6x</td>
<td>$3,220</td>
<td>$2,105</td>
<td>$1,725</td>
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<td>12x</td>
<td>$3,075</td>
<td>$2,045</td>
<td>$1,665</td>
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<td>24x</td>
<td>$2,875</td>
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<td>36x</td>
<td>$2,755</td>
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<td>48x</td>
<td>$2,700</td>
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<td>72x</td>
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<tr>
<td>96x</td>
<td>$2,345</td>
<td>$1,610</td>
<td>$955</td>
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</tbody>
</table>

### 4 COLOR MATCHED COLOR

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,560</td>
<td>1,285</td>
</tr>
</tbody>
</table>

#### Cover Tips

- 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

#### Outserts

- $18,600

#### 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.
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>30/1</td>
<td>January 2024</td>
<td>11/27/2023</td>
</tr>
<tr>
<td>30/2</td>
<td>February 2024</td>
<td>12/26/2023</td>
</tr>
<tr>
<td>30/3</td>
<td>March 2024</td>
<td>01/26/2024</td>
</tr>
<tr>
<td>30/4</td>
<td>April 2024</td>
<td>02/28/2024</td>
</tr>
<tr>
<td>30/5</td>
<td>May 2024</td>
<td>03/27/2024</td>
</tr>
<tr>
<td>30/6</td>
<td>June 2024</td>
<td>04/29/2024</td>
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</tr>
<tr>
<td>30/12</td>
<td>December 2024</td>
<td>10/25/2024</td>
</tr>
</tbody>
</table>

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Classified / back of book print advertising

Rates

<table>
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<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>$3,040</td>
<td>$2,020</td>
<td>$1,650</td>
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<tr>
<td>6x</td>
<td>$2,925</td>
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<td>$1,565</td>
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<tr>
<td>12x</td>
<td>$2,790</td>
<td>$1,860</td>
<td>$1,510</td>
</tr>
<tr>
<td>24x</td>
<td>$2,615</td>
<td>$1,720</td>
<td>$1,065</td>
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<tr>
<td>36x</td>
<td>$2,505</td>
<td>$1,695</td>
<td>$970</td>
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<tr>
<td>48x</td>
<td>$2,430</td>
<td>$1,615</td>
<td>$940</td>
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<tr>
<td>60x</td>
<td>$2,380</td>
<td>$1,575</td>
<td>$925</td>
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<tr>
<td>72x</td>
<td>$2,230</td>
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<td>$900</td>
</tr>
<tr>
<td>96x</td>
<td>$2,130</td>
<td>$1,460</td>
<td>$865</td>
</tr>
</tbody>
</table>

MATCHED COLOR 4 COLOR

1,260 2,510

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

Sizing
Trim: 8-1/4" x 11"
1/4" from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
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<tbody>
<tr>
<td>Trim</td>
<td>8-1/4&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
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<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-3/8&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>
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.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-1/2" x 11-1/4"
Size - 4 page: 17" x 11-1/4"

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

**Endocrine Practice**

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](http://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>
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<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>
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</tbody>
</table>

**FORMATS**
- jpeg, png, gif, (static image only)

**MPU banners, positions 1, 2, 3, are stacked vertically**

**Animation and expandable banners unavailable**

**AIP Email**

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- jpeg, png, gif, (static image only)

**Animation and expandable banners unavailable**

Contact your sales representative for all digital advertising rates and opportunities.
**ELSEVIER TERMS AND CONDITIONS OF SUPPLY**

1. **Applicability**
   These terms and conditions shall apply to all offers, proposals, orders, and work performed by Elsevier and 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 (the "TC"). These terms supersede any previous understandings or agreements between the parties. If any variation of the terms is agreed in writing, signed and witnessed by an authorized signature of Elsevier. Nothing in the TC will nullify or limit Elsevier’s Liability for fraudulent misrepresentations.

2. **Order and acceptance of work**
   Each purchase order placed by the Client shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until written acknowledgment of order is issued by Elsevier. Elsevier reserves the right to refuse any order and to accept any order in whole or in part.

3. **Execution and modification of the order**
   If the Client requests changes to the order, a new acknowledgment of order will be issued, indicating any changes made to the order. The Client acknowledges that any such changes made in writing will prevail upon the order acknowledgment.

4. **Prices, terms and currencies**
   Unless otherwise agreed by Elsevier, the prices quoted shall be exclusive of any value-added tax ("VAT"). Sales of Products and Services are subject to the terms and conditions of sale by Elsevier or its agents, as the case may be.

5. **Payment**
   Payment terms shall be subject to the Client’s credit limit. Payment shall be made in accordance with the TC and any related contracts or agreements. Payment is due upon receipt of invoice. In the event of late payment, interest will accrue at the rate of 10% per annum from the due date of the invoice until the date of payment in full.

6. **Distribution**
   The Client shall not engage, reproduce, republish, or plagiarize any new Products or services from Elsevier for its own account and use and not on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the Client’s account and use and not on behalf of any other person or entity.

7. **Intellectual property**
   The Client acknowledges that Elsevier owns or holds all necessary intellectual property rights in the Products and Services. The Client may not reproduce, distribute, alter, or otherwise use any part of the Products or Services, except as permitted by law.

8. **Liability and claims**
   Elsevier shall not be liable for any damages suffered by the Client. The Client shall indemnify and hold Elsevier harmless from any claims, losses, or damages, whether direct or indirect, arising out of or in connection with the Products or Services.

9. **Force majeure**
   In the event of force majeure, the party subject to the event of force majeure shall use good faith efforts to comply as closely as possible with its obligations set forth in the TC, but shall be relieved of those obligations to the extent it is unable to perform.

10. **Compliance with legal requirements**
    Any variation to the TC and any additional terms and conditions shall be subject to compliance with all applicable laws, regulations, and legal requirements, both in the Client’s domicile and any other jurisdiction.

11. **Audit**
    Except as otherwise agreed in writing, Elsevier shall have the right to conduct audits to verify the Client’s compliance with the TC. The Client shall cooperate with the audits and provide Elsevier with all necessary information and documentation.

12. **Endocrine Practice**
    Endocrine Practice is a jointly owned and operated publication by Elsevier and the Endocrine Society. The Client acknowledges that Elsevier is the exclusive owner of all rights and interests in the Endocrine Practice.

Additional terms may apply depending on the specific contract or order. For the purposes of this TC, "the Client" shall mean the party to whom the order is addressed. The Client acknowledges that these terms and conditions may be amended from time to time. Any amended terms will be communicated to the Client in writing. The Client acknowledges that any amendments made in writing will prevail upon the order acknowledgment. If any provision of the TC is held to be invalid, illegal, void, or unenforceable by any court, tribunal or administrative body of competent jurisdiction, the invalidity or unenforceability of such provision shall not affect the validity or enforceability of any other provision of the TC. The Client acknowledges that these terms and conditions are the final and complete agreement between the parties and supersede any prior agreements, understandings, or communications.

Endocrine Practice

Rate Card
Effective January 2024

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