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

North America

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

Traci Peppers  
North America  
347-449-4997  
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
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)

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

**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.

**Issue**
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>
<td>01/05/2024</td>
<td>01/18/2024</td>
</tr>
<tr>
<td>30/3</td>
<td>March 2024</td>
<td>02/01/2024</td>
<td>02/06/2024</td>
<td>02/16/2024</td>
</tr>
<tr>
<td>30/4</td>
<td>April 2024</td>
<td>03/05/2024</td>
<td>03/08/2024</td>
<td>03/20/2024</td>
</tr>
<tr>
<td>30/5</td>
<td>May 2024</td>
<td>04/02/2024</td>
<td>04/05/2024</td>
<td>04/17/2024</td>
</tr>
<tr>
<td>30/6</td>
<td>June 2024</td>
<td>05/03/2024</td>
<td>05/08/2024</td>
<td>05/20/2024</td>
</tr>
<tr>
<td>30/7</td>
<td>July 2024</td>
<td>06/03/2024</td>
<td>06/06/2024</td>
<td>06/18/2024</td>
</tr>
<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>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>6x</td>
<td>$ 3,220</td>
<td>$ 2,105</td>
<td>$ 1,725</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,075</td>
<td>$ 2,045</td>
<td>$ 1,665</td>
</tr>
<tr>
<td>24x</td>
<td>$ 2,875</td>
<td>$ 1,900</td>
<td>$ 1,775</td>
</tr>
<tr>
<td>36x</td>
<td>$ 2,755</td>
<td>$ 1,870</td>
<td>$ 1,665</td>
</tr>
<tr>
<td>48x</td>
<td>$ 2,700</td>
<td>$ 1,780</td>
<td>$ 1,035</td>
</tr>
<tr>
<td>60x</td>
<td>$ 2,615</td>
<td>$ 1,735</td>
<td>$ 1,025</td>
</tr>
<tr>
<td>72x</td>
<td>$ 2,480</td>
<td>$ 1,665</td>
<td>$ 990</td>
</tr>
<tr>
<td>96x</td>
<td>$ 2,345</td>
<td>$ 1,610</td>
<td>$ 955</td>
</tr>
</tbody>
</table>

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

**Cover Tips**

$ 15,100

**Outserts**

$ 18,600

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.
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>03/29/2024</td>
</tr>
<tr>
<td>30/6</td>
<td>June 2024</td>
<td>04/29/2024</td>
</tr>
<tr>
<td>30/7</td>
<td>July 2024</td>
<td>05/28/2024</td>
</tr>
<tr>
<td>30/8</td>
<td>August 2024</td>
<td>06/27/2024</td>
</tr>
<tr>
<td>30/9</td>
<td>September 2024</td>
<td>07/29/2024</td>
</tr>
<tr>
<td>30/10</td>
<td>October 2024</td>
<td>08/26/2024</td>
</tr>
<tr>
<td>30/11</td>
<td>November 2024</td>
<td>09/30/2024</td>
</tr>
<tr>
<td>30/12</td>
<td>December 2024</td>
<td>10/23/2024</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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,040</td>
<td>$ 2,020</td>
<td>$ 1,650</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,925</td>
<td>$ 1,910</td>
<td>$ 1,565</td>
</tr>
<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>
</tr>
<tr>
<td>36x</td>
<td>$ 2,505</td>
<td>$ 1,695</td>
<td>$ 970</td>
</tr>
<tr>
<td>48x</td>
<td>$ 2,430</td>
<td>$ 1,615</td>
<td>$ 940</td>
</tr>
<tr>
<td>60x</td>
<td>$ 2,380</td>
<td>$ 1,575</td>
<td>$ 925</td>
</tr>
<tr>
<td>72x</td>
<td>$ 2,320</td>
<td>$ 1,510</td>
<td>$ 900</td>
</tr>
<tr>
<td>96x</td>
<td>$ 2,130</td>
<td>$ 1,460</td>
<td>$ 865</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,260</td>
<td>2,510</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

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>
</tr>
</thead>
<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>
</tr>
<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

Variance 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.
**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

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### 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 of eTOC Metrics: eTOC Metrics are applicable for 12 months from the date of the TC. The eTOC Metrics are calculated for a 12-month period starting from the date of issue of the TC. The eTOC Metrics are updated on the 1st of each month, based on the 12-month monthly average of the previous year.

2. The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction of the corporate domicile of Elsevier and any related matters to the courts located in that corporate domicile. The courts of the corporate domicile of Elsevier shall be the exclusive forum for any dispute arising under the TC. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to the TC or the enforcement thereof.

3. The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate or assist any party to engage in these activities. The Client shall promptly notify Elsevier of any breach of these terms and cooperate with Elsevier to prevent such activities. The Client shall be liable for any damages and costs incurred by Elsevier in defending against any such activities.

4. The Client shall not engage in any activities that are illegal, unethical, or otherwise prohibited by law or accepted business practices. The Client shall comply with all applicable laws, regulations, and industry codes. The Client shall not commit any fraudulent, deceptive, or misleading acts. The Client shall not engage in any acts of bribery, corruption, or any other acts prohibited by law.

5. The Client acknowledges and agrees that any payment or consideration received by Elsevier shall be subject to applicable taxes and duties. The Client shall be responsible for paying all applicable taxes and duties associated with the purchase of the Products or Services. The Client shall be responsible for any withholding taxes or taxes imposed by any governmental authority.

6. The Client shall not interfere with Elsevier’s ability to enforce its rights under the TC. The Client shall not take any actions that are detrimental to Elsevier’s business or reputation.

7. The Client shall indemnify Elsevier for any damages, losses, or costs incurred by Elsevier as a result of any breach of these terms by the Client. The Client shall indemnify Elsevier for any damages, losses, or costs incurred by Elsevier as a result of any acts committed by the Client or its employees.

8. The Client shall comply with all applicable laws, regulations, and industry codes. The Client shall not engage in any acts of bribery, corruption, or any other acts prohibited by law. The Client shall comply with all applicable laws, regulations, and industry codes.

9. The Client shall not assign or transfer any rights or obligations under the TC without the prior written consent of Elsevier. The Client shall not use the Products or Services for any purpose other than those specified in the TC. The Client shall not use the Products or Services for any purpose other than those specified in the TC.

10. The Client shall not use the Products or Services for any purpose other than those specified in the TC. The Client shall not use the Products or Services for any purpose other than those specified in the TC.

11. The Client shall not use the Products or Services for any purpose other than those specified in the TC. The Client shall not use the Products or Services for any purpose other than those specified in the TC.

12. The Client shall not use the Products or Services for any purpose other than those specified in the TC. The Client shall not use the Products or Services for any purpose other than those specified in the TC.