



# American Journal of Hypertension

[www.ajh-us.org](http://www.ajh-us.org)

## **PUBLISHER**

Elsevier  
1600 John F. Kennedy Blvd., Suite 1800  
Philadelphia, PA 19103-2899  
Tel: 215-239-3714 | Fax: 215-239-3734  
Web: [www.ajh-us.org](http://www.ajh-us.org)

## **RECRUITMENT & CLASSIFIED ADVERTISING SALES**

Brian Vishnupad  
Elsevier  
360 Park Ave South  
New York, NY 10010  
Tel: 212-633-3129 | Fax: 212-633-3820  
E-mail: [b.vishnupad@elsevier.com](mailto:b.vishnupad@elsevier.com)



## **EDITORIAL**

The *American Journal of Hypertension*, a peer-reviewed journal provides a forum for scientific inquiry of the highest standard in the fields of hypertension and related cardiovascular disease. The journal publishes articles on basic science, molecular biology, clinical and experimental hypertension, cardiology, epidemiology, pediatric hypertension, endocrinology, neurophysiology, and nephrology. Authors are invited to submit previously unpublished, original clinical or experimental research articles, special communications, review articles and letters to the editor.

## **ESTABLISHED 1988**

## **PUBLISHING STAFF**

Editor-in-Chief : John H. Laragh, MD  
Publisher: Jane Grochowski  
Managing Editor: Yvonne Raiford  
Product Advertising Sales: Aileen Rivera  
Recruitment/Classified Advertising Sales: Brian Vishnupad

## **SUBSCRIPTION RATES**

Institutional: \$466  
Individual: \$246  
Student/Resident: \$129

## **CIRCULATION**

1,200  
Publisher's statement available on request.

## **AUDIENCE**

Cardiologists, nephrologists, internists, endocrinologists, molecular biologists, pharmacologists, family practitioners

## **BONUS DISTRIBUTION**

- American College of Cardiology: (March Issue)  
March 11-14, 2006 - Atlanta, GA
- American Heart Association: (October Issue)  
November 12-15, 2006 - Chicago, IL

## **ISSUANCE**

- Frequency: Monthly
- Issue date: 1st of month
- Mailing date: Journal mails prior to week of cover date.

## **CLOSINGS**

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due same day as space closing.
- Dates subject to change.

Volume/ Issue	Publication Month	Ad Space/ Ad Materials Deadline
19 (1)	January	11/21/05
19 (2)	February	12/20/05
19 (3)	March	01/20/06
19 (4)	April	02/20/06
19 (5)	May	03/21/06
19 (5S)	Abstract Supplement	03/21/06
19 (6)	June	04/21/06
19 (7)	July	05/19/06
19 (8)	August	06/19/06
19 (9)	September	07/21/06
19 (10)	October	08/21/06
19 (11)	November	09/20/06
19 (12)	December	10/19/06

## **OTHER SERVICES TO ADVERTISERS**

- Editorial Reprints, contact:  
Anne Rosenthal Tel: 212-633-3813 | Fax: 212-633-3820  
E-mail: [reprints@elsevier.com](mailto:reprints@elsevier.com)
- Sponsored Supplements, contact:  
Craig Smith Tel: 212-462-1933 | Fax: 212-462-1935  
E-mail: [c.smith@elsevier.com](mailto:c.smith@elsevier.com)
- Recruitment and Classified Advertising, contact:  
Brian Vishnupad Tel: 212-633-3129 | Fax: 212-633-3820  
E-mail: [b.vishnupad@elsevier.com](mailto:b.vishnupad@elsevier.com)
- Sponsored Subscriptions, On-line Advertising, contact:  
Aileen Rivera Tel: 212-633-3721 | Fax: 212-633-3820  
E-mail: [a.rivera@elsevier.com](mailto:a.rivera@elsevier.com)

## **ACCEPTANCE OF ADVERTISING**

The Publisher and Editor 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 should be submitted by ad space closing date.

<b>RATES</b>	<b>1x</b>	<b>6x</b>	<b>12x</b>
<b>Full Page</b>	\$1,685	\$1,605	\$1,585
<b>1/2 Page</b>	985	935	815
<b>1/4 Page</b>	730	670	585
<b>1/6 Page</b>	570	545	520

**CONFIDENTIAL BOX NUMBERS**  
 \$40

**AGENCY DISCOUNT**  
 15%, applicable only to 1/4 page display size or larger

**COMPOSITION**  
 Full page: \$150 | Half page: \$125 | Quarter page: \$95

**MECHANICAL SPECIFICATIONS**

<b>Page Sizes</b>	<b>Type Area</b>	<b>Bleed</b>
Trim	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	
Full Page	7" x 10"	8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Horizontal	7" x 4 <sup>3</sup> / <sub>4</sub> "	
1/2 Page Vertical	3 <sup>1</sup> / <sub>4</sub> " x 10"	
1/4 Page	3 <sup>1</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	

Keep live matter 1/2" from trim edges.

**BINDING** Perfect; jogs to head

**PRINTING PROCESS** Web

**HALFTONE SCREEN** 133

**COLOR**

- Standard color: \$665 per page or fraction. (AAAA red, green, blue, yellow, and orange.)
- Matched color: \$850 per page or fraction.
- 4-color process: \$1,840 per page or fraction.
- Standard color rates are for commercial match of colors. Perfect match of standard colors guaranteed only if matched color rates apply.
- Bleed: No charge

**ONLINE AD PLACEMENT**

Place your print ad on [www.elsevierhealthcareers.com](http://www.elsevierhealthcareers.com) and get world wide web exposure for \$110 additional (same size as print ad) for a 30 day period.

**CANCELLATIONS**

Must be received in writing on or before the announced closing date.

**DIGITAL DATA**

File Formats	Preferred format is PDF/Acrobat 4.05 or later set for compatibility with version 1.3 (Acrobat4); EPS; TIFF. All high-resolution images and fonts included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/2" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
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. 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 make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or Zip Disk (100MB, 250MB) Mac or PC Format. All media must be labeled with following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents. FTP transfer accepted by arrangement only.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications ( <a href="http://www.swop.org">www.swop.org</a> ). All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contract color proof, which includes a SWOP proofing bar. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission see the full Elsevier Ad Specifications or contact Ad Sales Services.
Digital Ad Closing Date	Digital ad material is due same day as space closing.

**DISPOSITION OF REPRODUCTION MATERIAL**

Material furnished for advertising reproduction will be destroyed twelve-months subsequent to issue date unless otherwise instructed.