



Journal of Clinical Lipidology



Official Journal of the
National Lipid Association

PUBLISHER

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EDITORIAL

The *Journal of Clinical Lipidology* is published to support the diverse array of medical professionals who work to reduce the incidence of morbidity and mortality from dyslipidemia and associated disorders of lipid metabolism, including the treatment of such disorders as diabetes, hypertension, and obesity.

Typical articles explore lipidology as it is practiced in the treatment setting, recent developments in pharmacological research, reports of treatment and trials, case studies, the impact of lifestyle modification, and similar academic material of interest to the practitioner. While preference is given to material of immediate practical concern, the science that underpins lipidology is forwarded by expert contributors so that evidence-based approaches to reducing cardiovascular and coronary heart disease can be made immediately available to our readers.

Uniqueness of **JACL**: The only peer-review journals that address the topic are in general cardiology books and in numerous research and science journals (i.e., *Futuristic Lipidology*). However, the **JACL** content is not basic science or research, but presents clinical applications for the practitioner – Cardiologists whose practice largely treats patients for cholesterol reduction, as well as high-prescribing IMs.

ORGANIZATIONAL AFFILIATION

National Lipid Association

ESTABLISHED 2007

PUBLISHING STAFF

Editor-in-Chief: W. Virgil Brown, MD
Executive Publisher: David Dionne
Group Advertising Sales Manager: Andrew McGuire
Product Advertising Sales: Aileen Rivera
Recruitment/Classified Advertising Sales: Brian Vishnupad

SUBSCRIPTION RATES

Institutional: \$295
Individual: \$121
Students/Residents: \$49

CIRCULATION

2,720
Publisher's statement available on request.

AUDIENCE Cardiologists, endocrinologists, cardiovascular surgeons, internists, and other related specialists

BONUS DISTRIBUTION

- American College of Cardiology: Mar 29–Apr 1, 2008 – Chicago, IL
- NLA: National Lipid Association: May 29–Jun 1, 2008 – Seattle, WA
- American Heart Association: Nov 9–12, 2008 – New Orleans, LA

ISSUANCE

- Frequency: 6 issues
- Issue Months: Bimonthly–Feb, Apr, Jun, Aug, Oct, Dec

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
2 (1)	Jan/Feb	01/17/08
2 (2)	Mar/Apr	02/19/08
2 (3)	May/Jun	04/17/08
2 (4)	Jul/Aug	07/11/08
2 (5)	Sep/Oct	09/12/08
2 (6)	Nov/Dec	11/12/08

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1/4 Page	965	955	940	915
1/6 Page	770	745	710	685

*State & local taxes may apply.

CONFIDENTIAL BOX NUMBERS

\$40

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- Color charges are in addition to earned black and white rates.
- Bleed: No Charge.

JOURNAL WEB SITE ADVERTISING

Banners are available on the journal's Web site. Banners are sold by impressions on a cost per thousand basis. Contact your sales representative for rates, possible sponsorships and estimated monthly visitor traffic.

MECHANICAL SPECIFICATIONS

Page Sizes	Non Bleed	Bleed
Trim	8" x 10 ^{3/4} "	
Spread	15" x 10"	16 ^{1/4} " x 11"
Full Page	7" x 10"	8 ^{1/4} " x 11"
1/2 Page Horizontal	7" x 5"	8 ^{1/4} " x 5 ^{1/2} "
1/2 Page Vertical	3 ^{1/2} " x 10"	4 ^{1/4} " x 11"

Keep live matter 1/2" from trim edges.

BINDING Perfect; jogs to head

PRINTING PROCESS Web

HALFTONE SCREEN 150 line screen

DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed.

ONLINE AD PLACEMENT

Place your print ad on www.elsevierhealthcareers.com and get World Wide Web exposure for \$150 additional (same size as print ad) for a 30-day period.

CANCELLATIONS

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DIGITAL DATA

File Formats	Recommended format is PDF distilled by Acrobat 4.0 or higher, set for compatibility with PDF version 1.3 (Acrobat4); PDF/X-1a; EPS; TIFF. 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
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 DVD. All media must be labeled with following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of CD contents. Black & White ads are to be sent via email attachment or on CD/DVD. Four Color ads are to be sent on CD or DVD with accompanying proof (see Proofs section for more details).
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit www.swop.org/certification/ . For a list of approved devices click on Certified Systems 2004-2005 or Certified Systems 2006+. Proofs generated from any of the approved devices are acceptable. 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. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.
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 Digital CLASSIFIED Ad Specifications or contact Ad Sales Services.
Digital Ad Closing Date	Digital ad material is due same day as space closing.

updated 2/14

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