



Media Guide 2010

A Universal Medical Audience



American Academy of Sleep Medicine

The American Academy of Sleep Medicine is the leader in setting standards and promoting excellence in sleep medicine health care, education and research.



AMERICAN ACADEMY OF SLEEP MEDICINE

The American Academy of Sleep Medicine (AASM) is the professional medical society for clinicians, researchers and other health care providers in the fields of sleep medicine and sleep research, and is the only professional society that is dedicated exclusively to the medical subspecialty of sleep medicine.

The AASM is widely respected and provides companies with multiple advertising platforms to help you generate significant leads for your products and services. The field of sleep medicine is a subspecialty of family medicine, internal medicine, pediatrics, neurology, psychiatry and otolaryngology, allowing advertisers to reach a wide audience through the AASM.

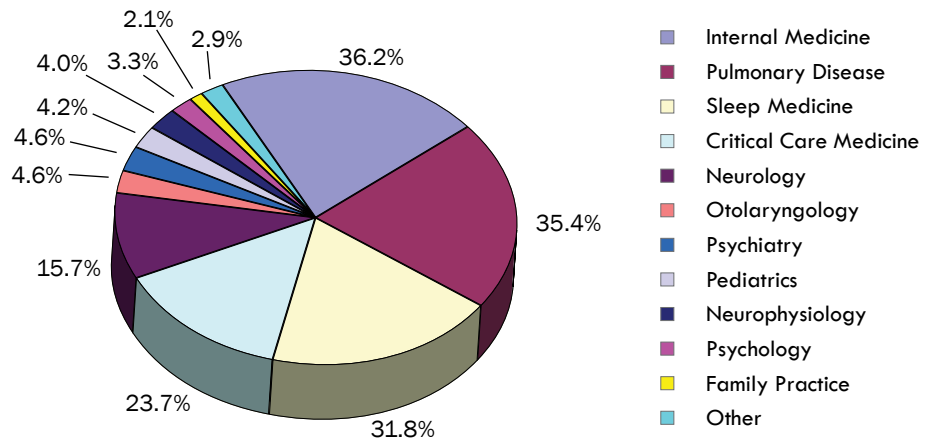
WHAT WE DO

As the leading voice in the field, the AASM serves its members and advances the field of sleep health care by:

- Setting the clinical standards for the field of sleep medicine
- Advocating for recognition, diagnosis and treatment of sleep disorders
- Educating professionals dedicated to providing optimal sleep health care
- Fostering the development and application of scientific knowledge

AASM & SRS MEMBERSHIP SPECIALTY DEMOGRAPHICS

Due to member involvement in more than one specialty, percentages will not equal 100%



AFFILIATED ORGANIZATIONS



The Sleep Research Society (SRS) is a member organization of scientists that exists to foster scientific investigation on all aspects of sleep and its disorders, to promote training and education in sleep research, and to provide forums for the exchange of knowledge pertaining to sleep.



The Associated Professional Sleep Societies, LLC (APSS) is a joint venture of the AASM and the SRS. The APSS publishes the journal *SLEEP* and hosts the *SLEEP* Annual Meeting, held in June of each year.

Since its creation in 1975, the AASM has played a crucial role in contributing to the success and explosive growth of the sleep industry. More than 30 years later, the AASM continues to provide medical professionals with cutting-edge information and the resources needed to improve health care in sleep medicine.

As a professional medical society, the AASM is dedicated to keeping its audience informed of the latest trends and technology, which is done through advertisements placed in its publications. The AASM audience relies on these messages to inform them of products and services that are of interest. In addition to advertisements for sleep medicine products and pharmaceuticals, the AASM also welcomes ads for consumer-related products, durable medical equipment, over-the-counter sleep aids and employment recruitment. Advertise and ensure that your company's products and services become a professional or personal necessity of the AASM audience.

WHETHER YOU'RE A MEDICAL COMPANY OR CONSUMER PRODUCT MANUFACTURER, TAP INTO THE AUDIENCE THAT REACTS!

Multiple channels are needed, not only to reach your target audience repeatedly, but to convince them to act on it! **REACH THE AASM AUDIENCE AND WATCH THEM ACT!**



PEER-REVIEWED MEDICAL JOURNALS

Sleep medicine professionals rely on the scientific content and valuable resources *SLEEP* and the *Journal of Clinical Sleep Medicine (JCSM)* provide. Each journal's editorial staff and world renowned authors collaborate to deliver relevant information. Reach for the publications that put the focus on your advertisements and not your budget.



SLEEP 2010 24TH ANNUAL MEETING

SLEEP 2010 will be held June 5-9, 2010 in San Antonio, Texas. This meeting attracts the largest audience of sleep specialists in the nation and serves as an advertising and networking goldmine for all companies interested in promoting their products and services. The Preliminary & Final Programs provide exhibitors the exclusive opportunity to reach thousands of sleep professionals. Capitalize on the multitude of advertising and sponsorship platforms created to maximize your exposure.



BONUS ADVERTISING OPPORTUNITIES

These special advertising opportunities provide bonus exposure to the AASM audience, which consist primarily of key purchasing decision makers. Impact your message by delivering it through the Membership Directory, center rosters and more.

PEER-REVIEWED MEDICAL JOURNALS



Although medical journals often do not receive the attention that other marketing mix strategies do, research has shown that medical journal advertising provides cost-effective repeat exposure to a large audience of decision makers responsible for multiple purchases of your products or services by providing a consistent and long-lasting message for your brand that is linked to the educational and research resources that they value. Increase market share, create brand awareness or simply introduce a new product or service; trust *SLEEP & JCSM*, the publications that generates Responses, Referrals, and Reaction.

Reinforce your message delivery and achieve a higher reach with your target audience

by including the AASM medical journals SLEEP and the JCSM as part of your advertising portfolio.

Benefits of Advertising with *SLEEP & JCSM*!

#1

- *SLEEP* publishes more papers, has the highest impact factor, and a higher influence factor than any other sleep journal that publishes original scientific discoveries
- Access to members, predominantly physicians with a high level of discretionary income that may be used to purchase luxury items
- The valuable scientific content of the journals results in a focused and captivated readership, less likely to overlook advertisements
- AASM members are highly educated and are among the first to adopt new and novel products and technologies
- Targets a market responsible for multiple prescriptions and equipment purchases
- Yields the highest Return-on-Investment for marketing efforts
- Despite declining readership in many print media, AASM members greatly value the printed journals and will often keep them as reference tools for extended periods of time
- Reinforces other efforts in the marketing mix
- Priority Points - Every advertising dollar spent by prospective exhibitors to *SLEEP* 2011 will earn companies priority points; the booth selection order is determined by companies with the greatest amount of points

2010 ADVERTISING SPECIALS

The AASM is dedicated to providing its current and potential advertising partners with the best possible value. When planning your 2010 advertising campaigns, take advantage of these savings by advertising with the AASM.

New Advertisers **FREE AD!** Available - *SLEEP & JCSM*: All Year

If your organization is interested in reaching medical professionals with the AASM and has not advertised in the past, the AASM offers a special to new advertisers. Purchase a run-of-book ad in one of the journals (*SLEEP* or *JCSM*), and receive a **FREE** ad of the same size and color in a later issue of the same journal. This is an excellent opportunity to get additional exposure in multiple issues of the AASM publications.

Free Color Run-of-Book Upgrade Available - *SLEEP*: Jan, Feb, Mar; *JCSM*: Feb

Place a run-of-book ad in *SLEEP* or *JCSM* and receive a **FREE** color upgrade. Only pay the black and white cost to receive color on all of your display ads. Draw attention to your marketing or recruiting efforts and let the AASM generate valuable exposure or help recruit the ideal customers and employees.

SLEEP 2010 Exhibitor Special Available - *SLEEP*: Apr, May, Jun; *JCSM*: Apr, Jun

Exhibitors save 20% on any run-of-book single ad or 30% with a run-of-book 3-ad contract for the April, May and June issues of *SLEEP* or a run-of-book 2-ad contract for the April and June issues of the *JCSM*.

Multiple Advertisements Available - *SLEEP*: Jul, Aug, Sep; *JCSM*: Aug, Oct, Dec

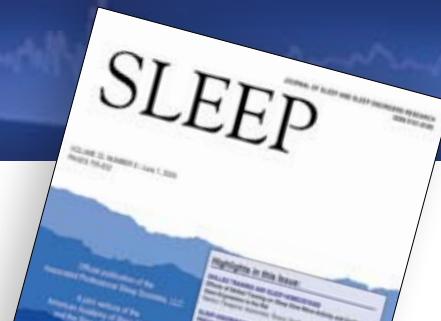
Double your exposure and promote multiple product lines at the same time. Companies who purchase an ad in an issue of *SLEEP* or *JCSM* will receive 50% off a second ad placed in the same issue. Discount will be applied to the ad of lesser value.

End of the Year **FREE AD!** Available *SLEEP*: Oct, Nov, Dec; *JCSM*: Not Available

Purchase a run-of-book ad in the October and November issues of *SLEEP* and receive an ad in the December issue **FREE!** Free ad must be the same size and color as the October and November ads.

SLEEP

**RATE CARD
2010**



EDITORIAL

The spectrum of sleep disorders is very broad, encompassing primary dysfunction of neural mechanisms of sleep and arousal, pathologies uniquely related to sleep, and disturbances of sleep associated with behavioral or psychiatric syndromes. *SLEEP* publishes original findings in areas pertaining to sleep and circadian rhythms. Topics include sleep-related disorders, medical dysfunctions during sleep, clinical investigations, therapeutic trials, physiologic events, anatomic structures and molecular components underlying normal and abnormal sleep, psychological and psychophysiological research, and the pharmacology of sleep.

ORGANIZATION AFFILIATION

Official publication of the Associated Professional Sleep Societies, LLC (APSS), a joint venture of the American Academy of Sleep Medicine (AASM) and the Sleep Research Society (SRS).

ESTABLISHED 1978

CIRCULATION

Approximately 11,000

IMPACT FACTOR

4.475 *Rated #1 among all sleep journals publishing original scientific discoveries!*

AUDIENCE

Sleep specialists, researchers, sleep technologists, scientists, nurses and sleep center managers.

ISSN

Print: 0161-8105; Online: 1550-9109

CONTINUING MEDICAL EDUCATION

Credits are available in each issue.

ISSUANCE

Monthly

CLOSINGS

- All cancellations must be received by the publisher in writing, via e-mail or fax by the ad space closing deadline.
- Dates subject to change.

2010 PUBLICATION SCHEDULE

Volume/ (Issue)	Publication Date	Ad Space Closing	Inserts Deadline	Ad Materials Deadline
33 (1)	1/1/10	11/13/09	11/17/09	11/20/09
33 (2)	2/1/10	12/11/09	12/15/09	12/18/09
33 (3)	3/1/10	1/15/10	1/19/10	1/22/10
33 (4)	4/1/10	2/12/10	2/16/10	2/19/10
33 (5)	5/1/10	3/12/10	3/16/10	3/19/10
33 (6)	6/1/10	4/16/10	4/19/10	4/22/10
33 (7)	7/1/10	5/14/10	5/18/10	5/21/10
33 (8)	8/1/10	6/14/10	6/16/10	6/21/10
33 (9)	9/1/10	7/16/10	7/19/10	7/22/10
33 (10)	10/1/10	8/16/10	8/18/10	8/23/10
33 (11)	11/1/10	9/15/10	9/17/10	9/22/10
33 (12)	12/1/10	10/15/10	10/19/10	10/22/10

OTHER SERVICES TO ADVERTISERS

- Editorial Reprints
- Mailing List Rental
- Sponsored Subscriptions

POLICY ON PLACEMENT OF ADVERTISING

Premium position advertisements are placed based on insertion. Run-of-book advertisements are interspersed throughout the journal. Every attempt is made to rotate the run-of-book ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

BLACK & WHITE RATES

NUMBER OF INSERTIONS	1	2-4	5-7	8-10	11+
Full-Page	\$935	\$920	\$830	\$785	\$750
½ - Page	\$660	\$640	\$615	\$580	\$560
¼ - Page	\$540	\$525	\$480	\$455	\$430

ADDITIONAL COLOR CHARGES - PER PAGE

Standard Color	+ \$475
Matched Color	+ \$525
Four-Color Process	+ \$1,150

The highly regarded editorial content contained in *SLEEP* ensures cover-to-cover exposure your advertisement. Advertisers are provided an opportunity to tap into the mainstream of the sleep medicine industry. Advertisers not only reach all members of the AASM and SRS who receive *SLEEP* as a member benefit, but their products and services reach subscribers around the world. Place your ad in the publication scientists and clinicians have trusted for over thirty years!

PREMIUM RATES

Inside Front Cover	\$3,460	Opposite Masthead	\$2,470
Inside Back Cover	\$2,965	Opposite Inside Back Cover	\$2,470
Outside Back Cover	\$3,955	Opposite Table of Contents	\$2,470
Opposite Inside Front Cover	\$2,470	Opposite Lead Article	\$2,470

Rates apply to full-page, four-color advertisements. There is no discount for black & white advertisements in premium positions.

PREMIUM POSITIONS

Premium positions are full-page, four-color ads committed for 12 issues. Advertisers in the premium positions have the first right of refusal for the next volume year. Premiums are charged on one page of ad unit when multiple page units are acceptable.

CLASSIFIED/RECRUITMENT ADVERTISING

Word Classified: \$150 for 60 words or less; \$1.25 for each additional word over 60. All word classified ads must be prepaid at the time of order.

Display Classified: Start at ¼ page and up. Refer to *SLEEP*'s advertising prices.

Agency discounts do not apply to classified advertisements.

EARNED RATES

Each ad unit will count as one insertion. Rates are based on the total units earned during the 2010 volume year. Each run-of-book ad, insert, spread or multi-page ad and premium position ad unit count as one insertion. Each fractional page, regardless of size, counts as one insertion. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

FREQUENCY DISCOUNT

If the number of insertions contracted for are not used within the 2010 volume year, the advertiser will be short-rated. Advertisers will be rebated if, within the 2010 volume year, they have used sufficient additional insertions to earn a lower rate than which they had been billed. Advertisers not on a multiple insertion contract will be billed at the 1x rate. Frequency discounts will apply as such frequencies are actually earned, but will not be retroactively applied. Complimentary ads do not count toward frequency discounts.

AGENCY DISCOUNT

An agency discount of 15% of gross billing for space and color charges will be allowed for recognized agencies, provided invoice is paid within 30 days of receipt. This discount does not apply to inserts, word/display classified ads or any other charges.

DUAL RESPONSIBILITY

Advertisers agree to accept "dual responsibility" for payment to the publisher if the advertiser's agency does not remit payment within 30 days of the invoice date.

COMPLIMENTARY SUBSCRIPTIONS

Advertisers who commit to 50% of *SLEEP* (6 issues) will receive up to 3 complimentary subscriptions to *SLEEP*.

INVOICES AND TEAR SHEETS

Tear sheets will be sent with invoices to the agency billing department. Requests for additional tear sheets must be made by contacting the AASM advertising sales & marketing coordinator.

SLEEP RATE CARD 2010

MECHANICAL SPECIFICATIONS

Publication Trim Size – 8.25" x 10.875" (W x D)

Keep live matter 0.25" from trim edges

No Charge for bleeds

Page Size	Non-Bleed (WxD)	Bleed (WxD)
Full-Page	7.25" x 9.875"	8.5" x 11.125"
Half-Page Vertical	3.5" x 9.875"	Non-bleed only
Half-Page Horizontal	7.25" x 4.875"	Non-bleed only
Quarter-Page	3.5" x 4.875"	Non-bleed only

Binding: Perfect

Printing Process: Offset

Halftone Screen: 133 lpi

DIGITAL DATA

File Formats: Preferred format is PDF/Acrobat 4.05 or later 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 0.125" bleed on all sides. Keep live matter 0.25" from trim edges. Crop marks and SWOP color bars must be included, position 0.50" 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. PMS colors will be converted to process unless otherwise specified.

Media/Delivery: CD-ROM/ISO-9660 Format or DVD. Attach printout of CD contents. *All media must be labeled with the following:* Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number.

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/. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. We cannot guarantee color match unless acceptable proof is provided.

Acceptance of Advertising

- Acceptance of all advertising is subject to review and approval by the APSS.
- Ads that have not previously appeared in any APSS publications must be submitted for approval at least two weeks prior to the ad space closing. In light of the great effort a manufacturer may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form.
- Promotion of products, meetings and services that compete directly with those offered by the APSS and its affiliates is generally prohibited.
- All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.
- The inclusion of an advertisement in APSS publications is not to be construed or publicized as an endorsement or approval by the APSS, nor may the advertiser promote that its advertising claims are approved or endorsed by the APSS.
- Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. The APSS reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion. Advertorials are prohibited.
- The APSS reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that the APSS determines could adversely affect the good will or reputation of the APSS or its affiliates.
- Advertisements that conflict or have the appearance of conflicting with APSS policy are prohibited.
- For a full description of SLEEP's advertising policies please refer to www.journalsleep.org.

General Guidelines

- Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are not received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, the APSS will run a house advertisement and advertiser will be responsible for the cost of your original insertion order.
- The APSS reserves the right to change its advertising policies at any time.

Limitations of Liability

- The advertiser agrees to indemnify and hold harmless the APSS for all damages, costs, expenses of any nature including court costs and legal fees, for which the APSS may become liable by reason of its publication of the advertiser's advertisement.
- The APSS is not responsible for incorrect ad materials run when ad materials or instructions are not received by the ad material deadline.
- The APSS is not responsible for ad placements near competing products unless an agreement has been made in writing between the APSS and advertiser prior.
- The APSS will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the advertiser, when such condition conflicts with any provision in this rate card or with the APSS's policy.
- For a full description of SLEEP's limitations of liability please refer to www.journalsleep.org.

INSERT REQUIREMENTS

Size and Trim Requirements

2 page: Deliver 8.5" wide by 11.125" deep. A trim of 0.125" will be made on all 4 sides.

4 page: Deliver folded to 8.25" wide by 11.125" deep. A trim of 0.125" will be made on top, bottom, and face. A 0.125" grindoff will be made on the binding edge. Finished book size is 8.25" wide by 10.875" deep.

Insert Stock Weight

2 page: 80# text preferred; 4 page: 60# text minimum 80# text maximum.

Packaging and Labeling of Inserts for Shipping

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 and 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 and quantity.

Pricing & Quantity: Contact advertising sales and marketing coordinator.

- *All inserts must be submitted to publisher for approval of stock, design and other mechanical specifications*
- *Copy of insert must accompany insertion order*
- *Failure to meet insert specifications and packaging guidelines may result in additional charges*

DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only; unless otherwise notified, furnished files will be destroyed. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the publisher's insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

DELIVERY OF PRODUCTION MATERIALS

American Academy of Sleep Medicine
Attn: Advertising Sales & Marketing Coordinator
One Westbrook Corporate Center, Suite 920
Westchester, IL 60154

DELIVERY OF INSERTS

Cadmus Communications
Lancaster Press Division
Attn: Lori Querry
3575 Hempland Road
Lancaster, PA 17604

See insert requirements for packaging and labeling information.

Journal of Clinical Sleep Medicine **RATE CARD 2010**

EDITORIAL

The *Journal of Clinical Sleep Medicine (JCSM)* focuses on clinical sleep medicine. Its emphasis is the publication of papers with direct applicability and/or relevance to the clinical practice of sleep medicine. This includes clinical trials, clinical reviews, clinical commentary and debate, medical economic/practice perspectives, case series and novel/interesting case reports. In addition, *JCSM* will publish proceedings from conferences, workshops and symposia sponsored by the AASM or other organizations related to improving the practice of sleep medicine. Advertisements will allow members of the AASM to see what new products and services are reshaping the industry.

ORGANIZATION AFFILIATION

Official publication of the American Academy of Sleep Medicine (AASM)

ESTABLISHED

2005

CIRCULATION

Approximately 9,000

AUDIENCE

Sleep specialists, researchers, sleep technologists, scientists, nurses and sleep center managers.

ISSN

Print: 1550-9389

Online: 1550-9397

CONTINUING MEDICAL EDUCATION

Credits are available in each issue.

ISSUANCE

Bi-Monthly

CLOSINGS

- All cancellations must be received by the publisher in writing, via e-mail or fax by the ad space closing deadline.
- Dates subject to change.

2010 PUBLICATION SCHEDULE

Volume/ (Issue)	Publication Date	Ad Space Closing	Inserts Deadline	Ad Materials Deadline
6 (1)	2/15/10	12/31/09	1/04/10	1/08/10
6 (2)	4/15/10	2/26/10	3/02/10	3/05/10
6 (3)	6/15/10	4/30/10	5/04/10	5/07/10
6 (4)	8/15/10	6/30/10	7/01/10	7/07/10
6 (5)	10/15/10	8/27/10	8/31/10	9/03/10
6 (6)	12/15/10	10/25/10	10/27/10	11/01/10

OTHER SERVICES TO ADVERTISERS

- Editorial Reprints
- Sponsored Supplements
- Mailing List Rental
- Sponsored Subscriptions

POLICY ON PLACEMENT OF ADVERTISING

Premium position advertisements are placed based on insertion. Run-of-book advertisements are interspersed throughout the journal. Every attempt is made to rotate the run-of-book ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

BLACK & WHITE RATES

NUMBER OF INSERTIONS	1	2-3	4-5	6+
Full-Page	\$815	\$800	\$785	\$775
½ - Page	\$620	\$605	\$590	\$580
¼ - Page	\$545	\$485	\$475	\$465

ADDITIONAL COLOR CHARGES – PER PAGE

Standard Color	+ \$350
Matched Color	+ \$400
Four-Color Process	+ \$900



PREMIUM RATES

Inside Front Cover	\$2,615	Opposite Masthead	\$1,880
Inside Back Cover	\$2,250	Opposite Inside Back Cover	\$1,880
Outside Back Cover	\$3,000	Opposite Table of Contents	\$1,880
Opposite Inside Front Cover	\$1,880	Opposite Lead Article	\$1,880

Rates apply to full-page, four-color advertisements. There is no discount for black & white advertisements in premium positions.

PREMIUM POSITIONS

Premium positions are full-page, four-color ads committed for 6 issues. Advertisers in the premium positions have the first right of refusal for the next volume year. Premiums are charged on one page of ad unit when multiple page units are acceptable.

CLASSIFIED/RECRUITMENT ADVERTISING

Word Classified: \$150 for 60 words or less; \$1.25 for each additional word over 60. All word classified ads must be prepaid at the time of order.

Display Classified: Start at ¼ page and up. Refer to *JCSM* advertising prices.

Agency discounts do not apply to classified advertisements.

EARNED RATES

Each ad unit will count as one insertion. Rates are based on the total units earned during the 2010 volume year. Each run-of-book ad, insert, spread or multi-page ad and premium position ad unit count as one insertion. Each fractional page, regardless of size, counts as one insertion. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

FREQUENCY DISCOUNT

If the number of insertions contracted for are not used within the 2010 volume year, the advertiser will be short-rated. Advertisers will be rebated if, within the 2010 volume year, they have used sufficient additional insertions to earn a lower rate than which they had been billed. Advertisers not on a multiple insertion contract will be billed at the 1x rate. Frequency discounts will apply as such frequencies are actually earned, but will not be retroactively applied. Complimentary ads do not count toward frequency discounts.

AGENCY DISCOUNT

An agency discount of 15% of gross billing for space and color charges will be allowed for recognized agencies, provided invoice is paid within 30 days of receipt. This discount does not apply to inserts, word/display classified ads or any other charges.

DUAL RESPONSIBILITY

Advertisers agree to accept "dual responsibility" for payment to the publisher if the advertiser's agency does not remit payment within 30 days of the invoice date.

COMPLIMENTARY SUBSCRIPTIONS

Advertisers who commit to 50% of *JCSM* (3 issues) will receive up to 3 complimentary subscriptions to *JCSM*.

INVOICES AND TEAR SHEETS

Tear sheets will be sent with invoices to the agency billing department. Requests for additional tear sheets must be made by contacting the AASM advertising sales & marketing coordinator.

JCSM RATE CARD 2010

MECHANICAL SPECIFICATIONS

Publication Trim Size – 8.25" x 10.875" (W x D)
Keep live matter 0.25" from trim edges
No Charge for bleeds

Page Size	Non-Bleed (WxD)	Bleed (WxD)
Full-Page	7.25" x 9.875"	8.5" x 11.125"
Half-Page Vertical	3.5" x 9.875"	Non-bleed only
Half-Page Horizontal	7.25" x 4.875"	Non-bleed only
Quarter-Page	3.5" x 4.875"	Non-bleed only

Binding: Perfect
Printing Process: Offset
Halftone Screen: 133 lpi

DIGITAL DATA

File Formats: Preferred format is PDF/Acrobat 4.05 or later 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 0.125" bleed on all sides. Keep live matter 0.25" from trim edges. Crop marks and SWOP color bars must be included, position 0.50" 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. PMS colors will be converted to process unless otherwise specified.

Media/Delivery: CD-ROM/ISO-9660 Format or DVD. Attach printout of CD contents. *All media must be labeled with the following:* Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number.

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/. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. We cannot guarantee color match unless acceptable proof is provided.

Acceptance of Advertising

- Acceptance of all advertising is subject to review and approval by the AASM.
- Ads that have not previously appeared in any AASM publications must be submitted for approval at least two weeks prior to the ad space closing. In light of the great effort a manufacturer may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form.
- Promotion of products, meetings and services that compete directly with those offered by the AASM and its affiliates is generally prohibited.
- All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.
- The inclusion of an advertisement in AASM publications is not to be construed or publicized as an endorsement or approval by the AASM, nor may the advertiser promote that its advertising claims are approved or endorsed by the AASM.
- Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. The AASM reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion. Advertorials are prohibited.
- The AASM reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that the AASM determines could adversely affect the good will or reputation of the AASM or its affiliates.
- Advertisements that conflict or have the appearance of conflicting with AASM policy are prohibited.
- For a full description of JCSM's advertising policies please refer to www.aasmnet.org/jcsm/.

General Guidelines

- Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are not received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, the AASM will run a house advertisement and advertiser will be responsible for the cost of your original insertion order.
- The AASM reserves the right to change its advertising policies at any time.

Limitations of Liability

- The advertiser agrees to indemnify and hold harmless the AASM for all damages, costs, expenses of any nature including court costs and legal fees, for which the AASM may become liable by reason of its publication of the advertiser's advertisement.
- The AASM is not responsible for incorrect ad materials run when ad materials or instructions are not received by the ad material deadline.
- The AASM is not responsible for ad placements near competing products unless an agreement has been made in writing between the AASM and advertiser prior.
- The AASM will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the advertiser, when such condition conflicts with any provision in this rate card or with the publisher's policy.
- For a full description of the JCSM's limitations of liability please refer to www.aasmnet.org/jcsm/.

INSERT REQUIREMENTS

Size and Trim Requirements

2 page: Deliver 8.5" wide by 11.125" deep. A trim of 0.125" will be made on all 4 sides.

4 page: Deliver folded to 8.25" wide by 11.125" deep. A trim of 0.125" will be made on top, bottom, and face. A 0.125" grindoff will be made on the binding edge. Finished book size is 8.25" wide by 10.875" deep.

Insert Stock Weight

2 page: 80# text preferred; 4 page: 60# text minimum 80# text maximum.

Packaging and Labeling of Inserts for Shipping

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 and 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 and quantity.

Pricing & Quantity: Contact advertising sales and marketing coordinator.

• *All inserts must be submitted to publisher for approval of stock, design and other mechanical specifications*

• *Copy of insert must accompany insertion order*

• *Failure to meet insert specifications and packaging guidelines may result in additional charges*

DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only; unless otherwise notified, furnished files will be destroyed. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the publisher's insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

DELIVERY OF PRODUCTION MATERIALS

American Academy of Sleep Medicine
Attn: Advertising Sales & Marketing Coordinator
One Westbrook Corporate Center, Suite 920
Westchester, IL 60154

DELIVERY OF INSERTS

Cadmus Communications
Lancaster Press Division
Attn: Lori Querry
3575 Hempland Road
Lancaster, PA 17604

See insert requirements for packaging and labeling information.

SLEEP 2010 ADVERTISING & SPONSORSHIPS



SLEEP 2010

The 24th Annual Meeting of the APSS will be held in San Antonio, Texas, June 5 - 9. SLEEP 2010 is the premier event for sleep medicine and sleep research professionals, attracting a larger audience of sleep specialists than any other sleep meeting in the nation. Take advantage of the many advertising and sponsorship opportunities designed to maximize brand awareness and showcase your latest products and services to attendees from around the world. In 2009, close to 5,000 sleep-hungry attendees swarmed the convention center looking for the newest innovations and technology in the sleep medicine and sleep research fields. Make sure you do not snooze on this opportunity in 2010!

*In fall 2009, the Exhibitor Prospectus will be available that highlights all exhibiting and sponsorship opportunities available for SLEEP 2010.

NEW! SUPPORTER RECOGNITION PROGRAM

In an effort to recognize companies who support the APSS through advertising in *SLEEP*, exhibiting and sponsorship participation at the SLEEP meeting, the APSS is excited to launch the Supporter Recognition Program! Companies will be recognized as bronze, silver or gold supporters based on their participation as advertisers in *SLEEP*'s 2009 volume year, as an exhibitor at SLEEP 2010 or by taking advantage of advertising and sponsorship opportunities at SLEEP 2010. Make sure your company receives these additional benefits such as multiple discounts, free exposure and advertising benefits throughout the year. This is just one of the many ways the APSS recognizes its supporters!

For more information on the support levels, benefits and rewards your company can earn, refer to the Exhibitor Prospectus or the official Web site of SLEEP 2010, www.sleepmeeting.org.

PRELIMINARY PROGRAM

The Preliminary Program details all the events that will take place at SLEEP 2010. Over 14,000 members and prospective attendees receive this program as a tool in planning their participation at the upcoming SLEEP meeting. Whether you are marketing current products or unveiling something new, separate from the competition and announce it first to all prospective attendees of SLEEP 2010. Advertising space is reserved only for exhibitors of the meeting, providing premier exposure to the sleep medicine and sleep research field. 1/2-page advertisements are stacked in the back of the program.

Premium Positions

Inside Front Cover	\$3,570
Inside Back Cover	\$3,250
Outside Back Cover	\$3,837

Run-of-Book

Full-Page	\$2,042
1/2-Page	\$1,200

Ad Space Closing

January 14, 2010

Ad Materials Due

January 21, 2010

Issued: March 2010

FINAL PROGRAM

The Final Program details the entire program agenda for SLEEP 2010 and is distributed on-site to all meeting attendees. Advertising is reserved only for exhibitors of the meeting, thereby providing an exclusive opportunity to have the sleep industry at your disposal. Place your advertisements in the hands of thousands of attendees at SLEEP 2010, the largest gathering of sleep specialists in the nation! 1/2-page advertisements are stacked in the back of the program.

Premium Positions

Inside Front Cover	\$3,360
Inside Back Cover	\$2,877
Outside Back Cover	\$3,780

Run-of-Book

Full-Page	\$2,000
1/2-Page	\$1,150

Ad Space Closing

April 9, 2010

Ad Materials Due

April 16, 2010

Issued: Upon registration at SLEEP 2010, June 5-9.

BONUS ADVERTISING OPPORTUNITIES

These bonus advertising opportunities serve as a wonderful compliment to *SLEEP* and *JCSM*. Do not get left out of these special publications that receive either bonus distribution or target specific audiences. Make sure your company's products or services are displayed in front of the thousands of key purchasing decision makers and directors of sleep facilities and hospitals around the world. With these select pieces, advertising dollars will not be wasted. With low cost advertising prices, advertisements will target select segments maximizing your return of investment. For more information regarding bonus advertising opportunities, please contact the advertising sales and marketing coordinator.

Membership Directory



Widely known as the sleep medicine and sleep research phonebook, the Membership Directory provides an opportunity to reach more than 15,000 members from the AASM, SRS, the American Academy of Dental Sleep Medicine (AADSM) and the American Association of Sleep Technologists (AAST). The directory is a heavily utilized networking resource that includes all members affiliated with the various associations. Advertisers will enjoy tremendous exposure as their ads are repeatedly looked at throughout the year. As an exclusive offer, advertisers will receive one complimentary copy of the directory, which is otherwise not available for purchase to nonmembers. Advertisements are stacked in the front of the directory. All ads are full-page, four-color portrait ads.

Premium Positions

Inside Front Cover	\$3,465
Inside Back Cover	\$3,465
Outside Back Cover	\$3,675

Run-of-Book

Full-Page	\$2,100
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Ad Space Closing

March 19, 2010

Ad Materials Due

March 26, 2010

Issued: June 2010

Specifications: Please refer to *SLEEP/JCSM* specifications for digital data specifications.

AASM Roster of Accredited Member Centers & Laboratories



The AASM is dedicated to maintaining high medical standards in the diagnosis and treatment of sleep disorders. The roster is a key networking tool that includes a listing of all accredited member sleep centers and laboratories. Advertisers will be given the opportunity to advertise in this exclusive roster, which is not only sent to all AASM accredited member sleep centers and laboratories, but also to several insurance companies across the country. As a valuable resource used all year around, advertisers can enjoy one of three exclusive positions to target this market.

Premium Positions

Inside Front Cover	\$3,100
Inside Back Cover	\$2,800
Outside Back Cover	\$3,500

Issue

January 2010
July 2010

Ad Space Closing

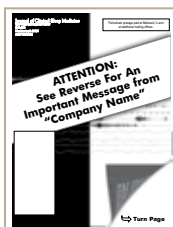
December 21, 2009
June 21, 2010

Ad Materials Due

December 30, 2009
June 29, 2010

Specifications: 8.25" x 10.5" - Allow additional .25" bleeds on all four sides.

Carrier Outsert Advertising



SLEEP and the *JCSM* offer the exclusive opportunity to place your message in their newest premium position, "Carrier Outsert". The front side of the outsert resembles a mock cover of the journal and includes the recipient's mailing address. A message located on this front cover will prompt readers to see the reverse side for your company's advertisement. The outsert will be placed in front of the journal and will then be polybagged to ensure your company's product or service is the first thing read. This position is ideal for announcing new products or simply re-establishing your brand while targeting audience you want to reach. Unlike the other premium positions, which require an annual commitment, the Carrier Outsert can be purchased monthly. With only one spot per issue, be sure to reserve your outsert while they last!

Sponsored Subscriptions

Enhance your detailing efforts by offering your customers and prospective customers complimentary subscriptions to the premier scientific and clinical medical journals in the fields of sleep medicine and sleep research. Through *SLEEP* and *JCSM* subscriptions, you are able to provide your customers with access to the latest research and developments in the field while also keeping your company's brand at the forefront of their minds. With each issue of the journals that your customer receives, you are reinforcing your message and building loyalty with that individual as well as showing your commitment to support the field of sleep.

TRI-NETWORKING

Members of the AASM comprise the highest caliber of candidates for employment opportunities in the fields of sleep medicine and sleep research, illustrating why employers turn their recruitment efforts to the AASM when openings arise. Tri-Networking with the AASM offers three channels of exposure, each providing the flexibility and resources needed to fill open positions. Focus your recruiting efforts through mailing lists, journal recruitment classifieds and the AASM online job board. Start Tri-Networking with the AASM, and complete your search for the ideal employee.

Journal Recruitment Classifieds



The journals *SLEEP* and *JCSM* recruitment classified sections are excellent channels for exposure. The journals offer a wide variety of employment advertising options that will accommodate even the tightest budget. Journals are not only viewed by members, but universities, medical libraries and individual subscribers around the world. For more information regarding journal recruitment advertising, please refer to *SLEEP/JCSM* rate cards.

AASM Online Job Board



The Job Board provides online employment solutions in the field of sleep medicine for health care professionals and employers. Using this resource increases the probability of filling a position by making it available to the largest professional medical society for clinicians, researchers and other health care providers in the field of sleep medicine and sleep research. For more information, visit www.aasmnet.org/PostClassified.aspx

Mailing List Rental



The AASM offers mailing list rentals as a way to reach your target markets for recruitment purposes. The leaders and innovators of the sleep medicine field are AASM members...let them know about openings at your facility through direct mailings. For more information, visit www.aasmnet.org/MailingListRental.aspx



Contact Us

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Fax: 708-492-0943

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