Reach your target audience through our Media Network!

Let’s start the conversation today.
WHO WE ARE

WE ARE COMMITTED. Our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. We carry this out by funding research and providing new information and services to people with diabetes, their families, health professionals, and the public.

WE ARE EFFECTIVE. We deliver on your investment in advertising. The Association has 2 million+ donors, 1 million+ participants in events and programs, more than 40,000 subscribers to professional journals, and an award-winning magazine for people with diabetes, Diabetes Forecast, that provides nearly 2 million readers with trustworthy information and lifestyle encouragement each month.

WE ARE PREFERRED. The American Diabetes Association is ranked among the top 20 most popular charities/nonprofits in the country, and is first overall in Association Trends’ “Association Social Media Report”.

REACH OUT

TARGET MILLIONS
The Association’s movement to end the devastating toll that diabetes takes on people across our nation. Millions have joined. Millions are waiting to hear from you.

A YEAR-ROUND EVENT
This premier cycling, fundraising event happens year-round. We offer 80 rides, from a leisurely 12-mile family ride to a 100-mile “century” challenge, in 44 states with over 62,000 participants.

SERVING THE COMMUNITY
EXPO is a single-day, free to the public showcase event that brings together experts specializing in diabetes management and prevention to share information and resources for those who need it most.

GO LOCAL, BE NATIONAL
Step Out takes place in 125 cities nationwide. With more than 120,000 walkers, there are so many stories shared and so many people who care about our mission.
OUR PROFESSIONAL JOURNALS

WE LEAD THE WAY. The Journals of the American Diabetes Association are counted among the most prominent publications in the field of endocrinology and metabolism. Our professional journals are the leading scientific and medical journals related to the Association’s focus on the prevention and treatment of diabetes and diabetes complications.

WE ARE KNOWLEDGEABLE. For more than 60 years, the Association’s journals have been the authoritative source for the latest in diabetes research.

WE REACH PROFESSIONALS. The Association provides a valuable opportunity to reach a targeted audience of health care professionals working in the field of diabetes. Members include endocrinologists, clinicians and physicians, diabetes educators, dietitians and other health care professionals.

WE HAVE ACTIVE SUBSCRIBERS. Our professionals can opt-in to receive e-TOC alerts through email that contain the full table of contents of each new issue.

The Association brings the science to our professionals by presenting evidence-based research and practice guidelines in journals, websites, and at Scientific Sessions.
DIABETES CARE PRINT

OUR HIGHEST-RANKED JOURNAL
Diabetes Care is devoted exclusively to diabetes treatment, care, and prevention. The journal publishes original research articles on topics of interest to clinically oriented physicians, researchers, epidemiologists, psychologists, diabetes educators, and other health care professionals. Diabetes Care also publishes clinically relevant review articles and ADA-issued treatment guidelines and clinical practice recommendations.

SUPPLIED INSERTS & REPLY CARDS

MATERIAL REQUIREMENTS
Materials for publication must be submitted as high-resolution, press-ready PDF files (XLA compliant). Native files are not accepted. Files must be set for trim size and allow for bleed.

AD MATERIALS & INSERT QUANTITIES
Please contact advertising manager for FTP information and/or shipping address.
Julie DeVoss Graff
703-299-5511
jdevoss@diabetes.org
Incomplete, incorrect or late materials received after the published deadline are subject to additional charges.

INSERT SPECIFICATIONS
Essential matter must be 1/2” inside trim all around. Stock accepted to 70# book weight; a charge will apply for heavier stock. Inserts jog to head. Allow for 1/8” head trim and 1/8” face trim, 1/8” for grind off binding edge. Furnish folded with sample marked for binding edge. Trim to 8 1/2” x 11 1/8”.

REPRINT INFORMATION
For bulk reprint information, please call Hope Robinson
Sheridan Content Services
800-635-7181 ext. 8065
hope.robinson@sheridan.com

SHIPPING SUPPLIED INSERTS
Label shipment with issue month and number of inserts supplied.
Dartmouth Printing Company
Diabetes Care
Attn: Lisa Davis
69 Lyme Road
Hanover, NH 03755
603-653-7215

ISSUE | SPACE | ROB AD MATERIAL | INSERTS
--- | --- | --- | ---
January | 12/01/14 | 12/08/14 | 12/12/14
February | 01/02/15 | 01/09/15 | 01/13/15
March | 02/02/15 | 02/09/15 | 02/13/15
April | 03/02/15 | 03/09/15 | 03/13/15
May | 04/01/15 | 04/08/2015 | 04/13/15
June | 05/01/15 | 05/08/2015 | 05/11/15
July | 06/01/15 | 06/08/15 | 06/12/15
August | 07/06/15 | 07/10/2015 | 07/13/15
September | 08/03/15 | 08/07/15 | 08/10/15
October | 09/04/15 | 09/09/15 | 09/11/15
November | 10/01/15 | 10/09/15 | 10/12/15
December | 11/02/15 | 11/09/15 | 11/11/15
DIABETES CARE — RATES & SPECS

INFO
Monthly
7,700 Circulation
Rates are gross

COVERS
2nd Cover 4-color
— rate plus 15%
3rd Cover 4-color
— rate plus 10%
4th Cover 4-color
— rate plus 20%

MECHANICAL REQUIREMENTS
Binding: Perfect Bound
Trim Size: 8 1/4" x 10 7/8"

SUPPLIED INSERTS
Standard Business Reply Card
(4" x 6") — $3,680
Double cards folded from
4" x 12" to 4" x 6"
standard size — $5,530

Other business reply cards
and cards placed in the Cover
2 form break are subject to
additional charges. Rates
available upon request.

Single Sheet (2 pages)
1x 4-color rate/frequency
discount applies

Double Sheet (4 pages)
2x 4-color rate/frequency
discount applies

2015 RATES

FOUR-COLOR

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*Bleed measurement includes 1/8" gutter area on both pages.
DIABETES PRINT

THE ASSOCIATION’S FLAGSHIP research publication, Diabetes, is the highest-ranked journal devoted exclusively to basic diabetes research. The monthly, peer-reviewed journal publishes original research on the physiology and pathophysiology of diabetes and its complications, as well as the popular “Perspectives on Diabetes” series and award-winning lectures from ADA’s Scientific Sessions.

SUPPLIED INSERTS & REPLY CARDS

MATERIAL REQUIREMENTS
Materials for publication must be submitted as high-resolution, pressready PDF files (XLA compliant). Native files are not accepted. Files must be set for trim size and allow for bleed.

AD MATERIALS & INSERT QUANTITIES
Please contact advertising manager for FTP information and/or shipping address. Julie DeVoss Graff 703-299-5511 jdevoss@diabetes.org
Incomplete, incorrect or late materials received after the published deadline are subject to additional charges.

INSERT SPECIFICATIONS
Essential matter must be 1/2” inside trim all around. Stock accepted to 70# book weight; a charge will apply for heavier stock. Inserts jog to head. Allow for 1/8” head trim and 1/8” face trim, 1/8” for grind off binding edge. Furnish folded with sample marked for binding edge. Trim to 8 1/2” x 11 1/8”.

SHIPPING SUPPLIED INSERTS
Label shipment with issue month and number of inserts supplied.
Dartmouth Printing Company
DIABETES
Attn: Lisa Davis
69 Lyme Road
Hanover, NH 03755
603-653-7215

REPRINT INFORMATION
For bulk reprint information, please call Hope Robinson
Sheridan Content Services
800-635-7181 ext. 8065
hope.robinson@sheridan.com

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## DIABETES — RATES & SPECS

### INFO
- Monthly
- 3,400 Circulation
- Rates are gross

### COVERS
- 2nd Cover 4-color — rate plus 15%
- 3rd Cover 4-color — rate plus 10%
- 4th Cover 4-color — rate plus 20%

### MECHANICAL REQUIREMENTS
- Binding: Perfect bound
- Trim Size: 8 1/4" x 10 7/8"

### SUPPLIED INSERTS
- Standard Business Reply Card (4" x 6") — $3,020
- Double cards folded to standard 4" x 6" size (4" x 12" folded to 4" x 6" size) — $4,530

Other business reply cards and cards placed in the Cover 2 form break are subject to additional charges. Rates available upon request.

Single Sheet (2 pages)
- 1x 4-color rate/frequency discount applies

Double Sheet (4 pages)
- 2x 4-color rate/frequency discount applies

### 2015 RATES

#### FOUR-COLOR

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*Bleed measurement includes 1/8" gutter area on both pages.
in diabetes care and treatment are found in each issue of Clinical Diabetes, the American Diabetes Association’s quarterly journal for primary care providers.

Also included are mini-reviews of landmark studies, practical treatment pointers, best practices related to diabetes care, and essential content for the gatekeepers of diabetes treatment.

SUPPLIED INSERTS & REPLY CARDS

MATERIAL REQUIREMENTS
Materials for publication must be submitted as high-resolution, pressready PDF files (XLA compliant). Native files are not accepted. Files must be set for trim size and allow for bleed.

AD MATERIALS & INSERT QUANTITIES
Please contact advertising manager for FTP information and/or shipping address. Julie DeVoss Graff
703-299-5511
jdevoss@diabetes.org
Incomplete, incorrect or late materials received after the published deadline are subject to additional charges.

INSERT SPECIFICATIONS
Only a limited number of inserts can be accommodated in an issue. Insert requests are filled on a first-come, first-serve basis. Essential matter must be 1/2” inside trim all around. Stock accepted to 60# book weight; stock up to 10pt. C1S (coated one side) is acceptable. Two-page inserts must tip on. Allow for an extra 3/8” high folio lip (not necessary if tipping). Inserts jog to foot. Allow for 1/8” head trim and 1/8” face trim. Furnish folded with sample marked for binding edge. Trim to 8 3/8” x 11 1/16”.

SHIPPING SUPPLIED INSERTS
Label shipment with issue month and number of inserts supplied. Dartmouth Printing Company
CLINICAL DIABETES
Attn: Lisa Davis
69 Lyme Road
Hanover, NH 03755
603-653-7215

REPRINT INFORMATION
For bulk reprint information, please call Hope Robinson
Sheridan Content Services
800-635-7181 ext. 8065
hope.robinson@sheridan.com
## CLINICAL DIABETES — RATES & SPECS

### INFO
- Quarterly
- 25,000 Circulation
- Rates are gross

### COVERS
- 2nd Cover 4-color — rate plus 20%
- 3rd Cover 4-color — rate plus 10%
- 4th Cover 4-color — rate plus 30%

### MECHANICAL REQUIREMENTS
- Binding: Saddle-stitched
- Trim Size: 8 3/16” x 10 7/8”

### SUPPLIED INSERTS
- Standard Business Reply Card (4” x 6”) — $4,140
- Double cards folded from 4” x 12” to 4” x 6” standard size — $6,210
  - Other business reply cards and cards placed in the Cover 2 form break are subject to additional charges. Rates available upon request.

### 2015 RATES

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DIABETES SPECTRUM PRINT

FROM RESEARCH TO PRACTICE.

Diabetes Spectrum is a quarterly journal for diabetes educators, nutritionists, nurse practitioners, and other health care providers. The journal’s “From Research to Practice” section provides in-depth explorations of selected diabetes care topics, with a primary focus of translating current research findings into practical clinical applications.

SUPPLIED INSERTS & REPLY CARDS

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Incomplete, incorrect or late materials received after the published deadline are subject to additional charges.

INSERT SPECIFICATIONS
Only a limited number of inserts can be accommodated in an issue. Insert requests are filled on a first-come, first-serve basis. Essential matter must be 1/2" inside trim all around. Stock accepted to 60# book weight; stock up to 10pt. C1S (coated one side) is acceptable. Two-page inserts must tip on. Allow for an extra 3/8" high folio lip (not necessary if tipping). Inserts jog to foot. Allow for 1/8" head trim and 1/8" face trim. Furnish folded with sample marked for binding edge. Trim to 8 3/8” x 11 1/16”.

SHIPPING SUPPLIED INSERTS
Label shipment with issue month and number of inserts supplied. Dartmouth Printing Company
DIABETES SPECTRUM
Attn: Lisa Davis
69 Lyme Road
Hanover, NH 03755
603-653-7215

REPRINT INFORMATION
For bulk reprint information, please call Hope Robinson
Sheridan Content Services
800-635-7181 ext. 8065
hope.robinson@sheridan.com

ISSUE | SPACE | ROB AD MATERIAL | INSERTS
---|---|---|---
Winter 2015 | 01/05/15 | 01/19/15 | 01/27/15
Spring 2015 | 04/02/15 | 04/17/15 | 04/27/15
Summer 2015 | 07/06/15 | 07/20/15 | 07/27/15
Fall 2015 | 10/02/15 | 10/19/15 | 10/27/15
DIABETES SPECTRUM — RATES & Specs

INFO
Quarterly
4,800 Circulation
Rates are gross

COVERS
2nd Cover 4-color
— rate plus 20%
3rd Cover 4-color
— rate plus 10%
4th Cover 4-color
— rate plus 25%

MECHANICAL REQUIREMENTS
Binding: Saddle-stitched
Trim Size: 8 3/16" x 10 7/8"

SUPPLIED INSERTS
Standard Business Reply Card
(4" x 6") — $2,500
Double cards folded from 4" x 12" to 4" x 6"
standard size — $3,760

Other business reply cards and cards placed in the Cover 2 form break are subject to additional charges. Rates available upon request.

Single Sheet (2 pages)
1x 4-color rate/frequency discount applies

Double Sheet (4 pages)
2x 4-color rate/frequency discount applies

2015 RATES

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<tr>
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<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
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<th>60x</th>
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<td>$5,050</td>
<td>$4,920</td>
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<td>$4,460</td>
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<td>$4,390</td>
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<td>$4,220</td>
<td>$4,160</td>
<td>$4,130</td>
<td>$4,120</td>
<td>$4,090</td>
<td>$4,080</td>
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<td>$4,050</td>
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<tr>
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<td>$3,980</td>
<td>$3,920</td>
<td>$3,860</td>
<td>$3,830</td>
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<td>$3,810</td>
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<tr>
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<td>$2,430</td>
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<tr>
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<td>$1,360</td>
<td>$1,310</td>
<td>$1,250</td>
<td>$1,220</td>
<td>$1,210</td>
<td>$1,190</td>
<td>$1,180</td>
<td>$1,160</td>
<td>$1,150</td>
</tr>
</tbody>
</table>

PAGE UNIT | LIVE AREA | BLEED |
--- | --- | --- |
Two-Page Spread | 15 7/16" x 10 1/4" | 16 3/4" x 11 1/4" |
Single Page | 7 1/4" x 10 1/4" | 8 9/16" x 11 1/4" |
1/2 Page Horizontal | 7 1/4" x 5" | Not Available |
1/2 Page Vertical | 3 1/2" x 10 1/4" | Not Available |
1/4 Page | 2 1/4" x 10 1/4" | Not Available |
DIABETESPRO QUARTERLY is the Association’s newsletter for our professional members, including endocrinologists, clinicians and physicians, diabetes educators, dietitians, and other health care professionals.

Each quarterly newsletter features breaking clinical news, meeting reports and research summaries, professional education opportunities, and more.

Issues are e-mailed to the American Diabetes Association’s professional members, and a digital edition is available online.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>ROB AD MATERIAL</th>
<th>INSERTS</th>
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</thead>
<tbody>
<tr>
<td>Winter 2015</td>
<td>01/05/15</td>
<td>01/19/15</td>
<td>01/27/15</td>
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<tr>
<td>Spring 2015</td>
<td>04/02/15</td>
<td>04/17/15</td>
<td>04/27/15</td>
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<tr>
<td>Summer 2015</td>
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<td>Fall 2015</td>
<td>10/02/15</td>
<td>10/19/15</td>
<td>10/27/15</td>
</tr>
</tbody>
</table>

For questions and inquiries, please contact:
Julie DeVoss Graff
703-299-5511
jdevoss@diabetes.org
Incomplete, incorrect or late materials received after the published deadline are subject to additional charges.

MATERIAL REQUIREMENTS
Prefer native file formats (Quark, Indesign), hi-res images, and fonts. PDFs can be used as well.

AD MATERIALS
Full page ad 8.5” x 11” (Total dimension of a two-page spread should be 11-1/4” x 17-1/4”)
• With bleed, add an additional 1/8”to each bleed dimension.
For partial ads, please use:
• Width: 1 column = 13p1; 2 column = 27p8; 3 column = 42p3
• Height: up to 57p4
**DIGITAL PROFESSIONAL 2015 ADDITIONAL OPPORTUNITIES**

### eTOC ALERTS

eTOC alerts are e-mail notifications delivered when new journal issues or online-ahead-of-print articles are published online. These alerts can support both banner and skyscraper ads.

<table>
<thead>
<tr>
<th>JOURNAL</th>
<th>FREQUENCY</th>
<th>LIST SIZE</th>
<th>AUDIENCE</th>
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<tr>
<td>Diabetes</td>
<td>13x/year</td>
<td>10,530</td>
<td>Scientists, academicians, and opinion leaders</td>
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<tr>
<td>Diabetes Care</td>
<td>13x/year</td>
<td>9,438</td>
<td>Endocrinologist, diabetologist, and physicians</td>
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<td>Clinical Diabetes</td>
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<td>Gatekeepers in diabetes treatment</td>
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<td>Diabetes Spectrum</td>
<td>4x/year</td>
<td>837</td>
<td>Diabetes educators and other health care team members</td>
</tr>
</tbody>
</table>

**Diabetes Core Update**, the Association’s journal **podcast** for primary care physicians, is downloaded more than 60,000 times a year.

### DIABETES CORE UPDATE PODCASTS

The latest clinically relevant articles from the American Diabetes Association’s four scholarly journals are delivered monthly via audio podcasts.

The podcasts are FREE and each episode is approximately 15 minutes long and presents 5-6 recently published articles from the Association’s journals—Diabetes, Diabetes Care, Clinical Diabetes, and Diabetes Spectrum.

Catering to the busy health care professional who has little time to review journal articles in depth, **Diabetes Core Update** podcasts focus on how the latest research and information published in the Association’s journals are relevant to clinical practice and can be applied in a treatment setting.

http://www.diabetesjournals.org/site/podcasts/podcasts.xhtml
PROFESSIONAL JOURNALS—DIGITAL

DIABETESJOURNALS.ORG opens the door to our suite of online journals and resources for physicians, diabetologists, diabetes educators, scientists, academicians, and opinion leaders.

The online professional journals of the American Diabetes Association feature evidence-based research, scientific session reports, clinical practice recommendations, and more.

INFO

Combined, the Association’s journals receive more than 800,000 visits and 1.7M page views each month.

Note: Print ads are not included in the digital version of the Professional Journals
Let's start the conversation today!

CONTACT US

CONSUMER & DIGITAL ADVERTISING
For questions or inquiries please contact:
Clare Liberis
American Diabetes Association
Managing Director, Media Sales
E-mail: cliberis@diabetes.org
Office: 212-725-4925 - Ext 3448

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American Diabetes Association
Laurie Ann Hall
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E-mail: lahall@diabetes.org

MEMBERSHIP
1-800-806-7801

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33 Smull Ave, Caldwell NJ 07006
Office: 973-403-7677
Fax: 973-403-7837

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