

Website Visit Information	
Monthly Unique Visits	208,723
Average Monthly Visits	253,997
Average Monthly Page Views	1.048 Million
Average Visit Length	More than 4 Minutes

production information

Printing: Sheetfed offset

Binding: Saddle-stitched

Trim Size: 8 3/8" x 10 7/8"

DIGITAL ADVERTISEMENT FORMAT

Required format for a four-color or black-and-white digital advertisement is a high-resolution press-ready PDF with all fonts and images embedded.

Please visit <http://www.prepressure.com/pdf/basics/pdfx-1a> for additional information on preparing PDFs.

Proof: Advertisements supplied without a SWOP- (Specifications Web Offset Publications) certified color proof will be printed to SWOP standards. Please visit www.swop.org for additional information on certified proofing and printing standards.

The printer and/or publisher cannot be held liable for color complaints when an advertisement is submitted without an acceptable color proof.

Alterations: Requested alterations or advertisements requiring modifications to meet publication specifications will be advised and, if approved, billed at the publisher's prevailing rates.

advertising specifications

INDESIGN AND QUARK FILE CONSTRUCTION GUIDELINES:

- Build pages to ad size and extend elements at least 1/8" beyond trim if bleed is required.
- Include all fonts and linked graphics. inDesign's built-in Preflight and Package functions or Markzware's FlightCheck should be used for checking, collecting and cataloging all necessary file elements.
- Include fonts for all imported graphics, or convert fonts to outlines.
- Do not apply style attributes to fonts.
- Do not nest EPS files in other EPS files.

- All continuous tone images must have an effective resolution of at least 300 dpi. Bitmapped images must have an effective resolution of at least 1200 dpi.
- All color images must be CMYK; no RGB or LAB color.
- Do not embed ICC profiles within images.
- Images and color builds should not exceed SWOP maximum density of (C%+M%+Y%+K%).
- All colors must be set to CMYK unless spot colors are specifically requested, Delete unused colors.

PDF FILE CONSTRUCTION GUIDELINES:

- Create page files according to **File Construction Guidelines** above.
- For ads with bleed, make postscript or exported PDF files at least 1" larger than trim size to allow for bleed and crop marks.
- All high-resolution images and fonts **MUST** be embedded when the postscript file is distilled or the PDF exported. Use Acrobat Distillers, PDFX1a setting or comparable for distilling postscript files.
- DO NOT use OPI when creating the PDF as this may cause unexpected or incorrect results upon printing.

Ad Sizes

Standard Unit Sizes	(width x height in inches)
Magazine trim size	8 3/8 x 10 7/8
Full page bleed	Add 1/8" on all sides to trim
Full page non-bleed	7 1/4 x 10
2/3 vertical	4 1/16 x 9 11/16
1/2 island	4 1/16 x 7 3/8
1/2 horizontal	7 1/4 x 4 3/4
1/3 vertical	2 1/4 x 9 1/16
1/3 square	4 1/16 x 4 3/4
1/4 vertical	3 7/16 x 4 3/4
1/6 horizontal	4 1/16 x 2 1/4
1/6 vertical	2 1/4 x 4 3/4

Keep live matter at least 1/4" from trim.
Allow 1/8" for gutter trim and bleeds.

INSERTIONS AND MATERIALS CLOSING DATES

- Spring 2010** - insertion orders Jan. 4
ad materials Jan. 19
Mar. 1 delivery
- Summer 2010** - insertion orders-May. 7
ad materials May 25
July 1 delivery
- Fall 2010** - insertion orders Sept. 2
ad materials Sept. 21
Nov. 1 delivery

special positions

Orders specifying position other than covers are guaranteed at a 15% premium on space and color. Consult the advertising sales representative regarding availability. Advertisements without a reserved special position are assigned position at the publisher's discretion.

rate accounting

Terms: 30 days from date of invoice.

Frequency discounts are based on the number of insertions within a 12-month period.

Short rates and rebates: An advertiser who does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned. Advertisers who use enough space within 12 months of their first insertion to qualify for lower rates will be rebated on their final invoice for that period.

Cancellations: A contract (except for covers and guaranteed positions) may be suspended or cancelled on 30 days' written notice, with rates adjusted to reflect the actual number of insertions completed.

AGENCY/MEMBER ACCOUNTING

Discounts: Recognized advertising agencies are entitled to a 15% discount on charges for space, color, and position.

Lupus Now Corporate Subscribers receive \$1,000 discounts on booths, mailing lists, over and above any agency discounts. For more information about corporate sponsorship, call LFA Development at (202) 212-6768.

Discounts are given *only* if the invoice is paid within 30 days. In the event of nonpayment, the publisher reserves the right to hold the advertiser and the advertiser's agency jointly and severally liable for such monies as are due and payable. **No cash discounts.**

MATERIALS, INQUIRIES & ORDERS

Advertising production inquiries go to Jenny Palter, Lupus Foundation of America, Inc., 2000 L St. NW, Suite 710, Washington, DC 20036, (202) 349-1147 or palter@lupus.org.

inserts

Advertisers may submit inserts. Inserts must be supplied preprinted and ready for binding. Advertisers planning inserts should contact Jenny Palter, (202) 349-1147 or palter@lupus.org about availability, production specifications, and quantity.

contract summary

The publisher reserves the right to refuse any advertising. Advertiser and agency assume liability for all content, including text, representation, and illustration, of advertising published and also assume responsibility for any claims arising therefrom made against the publisher, including costs associated with defending claims. The publisher does not guarantee any given level of circulation or readership for any advertisement. The publisher assumes no liability for failure, for any cause, to insert an advertisement.

disclaimer

If additional work is necessary to ensure proper output of ads, additional production charges may apply and the advertiser will be expected to reimburse incurred charges.