Clinical Infectious Diseases

CID is a leading journal in the field of infectious disease with a broad world-wide readership. CID publishes articles on a variety of subjects of interest to practitioners and researchers. Topics range from clinical descriptions of infections, public health, microbiology, and immunology to the prevention of infection, the evaluation of current and novel treatments, and the promotion of optimal practices for diagnosis and treatment. The journal publishes original research, editorial commentaries, review articles, and practice guidelines and is among the most highly cited journals in the field of infectious diseases.

Circulation
Print Circulation: 11,064
Geographic breakdown:
North America: 79%
Rest of World: 21%
Circulation Basis:
Paid, benefit of dues
Circulation Verification:
Sworn Statement

Editorial Information
Editor:
Sherwood L. Gorbach, M.D.
Tufts Medical Center
Peer-Reviewed: Yes
Acceptance Rate: 9%
Impact Factor: 9.154
Category/Rank:
Infectious Diseases 2/70
Microbiology 8/112
Immunology 10/139

http://cid.oxfordjournals.org
http://m.cid.oxfordjournals.org

The Journal of Infectious Diseases

Published continuously since 1904, JID is the premier global journal for original research on infectious diseases. The editors welcome Major Articles and Brief Reports describing research results on microbiology, immunology, epidemiology, and related disciplines, on the pathogenesis, diagnosis, and treatment of infectious diseases; on the microbes that cause them; and on disorders of host immune responses.

Circulation
Print Circulation: 10,555
Geographic breakdown:
North America: 82%
Rest of World: 18%
Circulation Basis:
Paid, benefit of dues
Circulation Verification:
Sworn Statement

Editorial Information
Editor:
Martin S. Hirsch, M.D.
Mass General Hospital
Peer-Reviewed: Yes
Acceptance Rate: 19%
Impact Factor: 6.41
Category/Rank:
Infectious Diseases 3/70
Microbiology 12/112
Immunology 14/139

http://jid.oxfordjournals.org
http://m.jid.oxfordjournals.org
Print Advertising Rates

**Earned Frequency Rate:** Earned page rate is determined by the number of full or fractional pages per calendar year. Each counts 1x toward the earned rate (e.g. 4 half pages and 2 full pages earn the 6x rate).

**Combination Frequency:** Ad units that run in *Clinical Infectious Diseases* and *The Journal of Infectious Diseases* combine to achieve maximum rate frequency.

**Agency Commission:** 15%

**Advertisers’ Incentive Program**
Place one ad in *Clinical Infectious Diseases* at full rate card cost and receive a 50% discount on *The Journal of Infectious Diseases*. Ad must be for the same product, in the same month.

**2013 BW Page Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,755</td>
<td>$1,720</td>
<td>$1,190</td>
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<tr>
<td>3x</td>
<td>2,690</td>
<td>1,675</td>
<td>1,160</td>
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<tr>
<td>6x</td>
<td>2,615</td>
<td>1,635</td>
<td>1,135</td>
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<tr>
<td>12x</td>
<td>2,510</td>
<td>1,565</td>
<td>1,080</td>
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<tr>
<td>24x</td>
<td>2,395</td>
<td>1,495</td>
<td>1,030</td>
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<tr>
<td>48x</td>
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<td>1,415</td>
<td>980</td>
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<tr>
<td>72x</td>
<td>2,205</td>
<td>1,375</td>
<td>955</td>
</tr>
<tr>
<td>96x</td>
<td>2,140</td>
<td>1,340</td>
<td>925</td>
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<tr>
<td>144x</td>
<td>2,035</td>
<td>1,265</td>
<td>880</td>
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<tr>
<td>196x</td>
<td>1,880</td>
<td>1,175</td>
<td>815</td>
</tr>
<tr>
<td>248x</td>
<td>1,730</td>
<td>1,075</td>
<td>745</td>
</tr>
</tbody>
</table>

**Color Rates:** Add the following to the earned BW rate:
- Standard Color: $825
- Matched Color: $1,030
- Four Color: $2,225

**Preferred Position Premium:**
- Cover 4: 50%
- Cover 2: 40%
- Facing First Editorial: 15%
- Facing Table of Contents: 15%

**Inserts:** Earned BW rate times the number of pages.

**Split Run Charge:** $1,000, non-commissionable

**Cover Tips Outserts:** Prices available on request.

Mechanical Specifications

- **Trim Size:** 8-1/4” x 10-7/8”
- **Binding:** Perfect
- **Live Area:** 7-3/4” x 10-3/8”
- **Halftone Screen:** 150

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>1/2 page  vertical</td>
<td>7” x 4-7/8”</td>
<td>8-1/2” x 5-5/8”</td>
</tr>
<tr>
<td>1/2 page  horizontal</td>
<td>7” x 4-7/8”</td>
<td>8-1/2” x 5-5/8”</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3-3/8” x 4-7/8”</td>
<td>3-3/8” x 4-7/8”</td>
</tr>
</tbody>
</table>

Digital File Requirements

**Required Format:** PDF/X-1a or later
**Minimum Resolution:** 300 dpi

**Checklist Before Submitting:**
- Convert all RGB color to CMYK
- All fonts and graphics must be embedded
- Multipage ads should be submitted as separate pages
- Submit all elements at 100%
- Do not nest EPS files
- Set up document to trim size and include 1/8” bleed
- Keep trim marks outside the bleed area

**Submission of Ads:**
- **FTP Delivery (preferred)**
  - Address: ftp://ftp.pminy.com
  - User Name: pmiftpuser
  - Password: $130Sales
  - Upload the file into the CID or JID folder and send email notification to pmccormack@pminy.com
- **CD-ROM Delivery:** Send disk and proofs to Pharmaceutical Media, Inc.
  - Attn: Patti McCormack
  - 30 East 33rd St, 4th fl NY, NY 10016 Tel: 212-904-0376

**Insert Requirements**
- Submit sample for approval.
- All inserts must be furnished printed, folded, untrimmed, and ready to bind.
- **Trim:** 3/16” from the head, 1/8” from bottom, gutter, and outside edge
- **Jog:** Head
- **Delivered Size:** 8-1/2” x 11-1/8”. Keep live matter 1/4” from trim.
- **Stock:** 40 lb. Minimum; 100 lb. Maximum
- **Quantity:** 11,000 U.S. Only
  - 14,000 Full Run
  - 500 Additional for Bonus Distribution issues
- **Packing:** Carton packing preferred, with quantity, publication, and issue date clearly indicated.

**Ship Inserts to:**
- Cenveo Publisher Services (Journal Name, Issue)
  - Attn: Lori Querry
  - 3575 Hempland Rd. Lancaster, PA 17601
  - Tel: 717-285-6832

Contact us for more information:
Pharmaceutical Media Inc.
212-685-5010
Bonus Distribution: 
*CID* and *JID* will be distributed at the following important meetings occurring in 2013.

**ECCMID**  
April 27-30  
Berlin, Germany

**ICAAC**  
September 10-13  
Denver, CO, USA

**ID Week**  
(IDSA, SHEA, HIVMA & PIDS joint meeting)  
October 2-6  
San Francisco, CA, USA

**Special Issue:**  
*Clinical Issues in HIV Medicine* is an annual compendium of select HIV/AIDS articles published in *CID* and *JID*, representing a wide array of clinical topics in HIV medicine and HIV-related clinical research. The compendium’s goal is to provide medical providers who treat HIV-infected patients and those at high risk for infection with the latest, most relevant, evidence-based information. Mailed to all members of the HIV Medicine Association (hivma) and distributed at related meetings. Please contact PMI for more information on this new opportunity.
Digital Advertising Opportunities

Both website and email opportunities are available, offering global reach and access to key target audiences. Here is the opportunity to integrate online advertising with print campaigns.

Contact Pharmaceutical Media for details.

Website Advertising

Clinical Infectious Diseases (CID)
http://cid.oxfordjournals.org
- Unique Monthly Visitors: 142,000
- Total Monthly Visits: 167,000
- Total Monthly Page Views: 300,000
- Monthly Ad Inventory: 1.9 Million Ad Impressions

Journal of Infectious Diseases (JID)
http://jid.oxfordjournals.org
- Unique Monthly Visitors: 35,000
- Total Monthly Visits: 42,000
- Total Monthly Page Views: 87,000
- Monthly Ad Inventory: 670,000 Ad Impressions

Pricing (Web)
$70 CPM: Run of Site & Global Audience
$80 CPM: Targeted: USA Only or other specific countries

Additional Information & Options Available for Web Campaigns
- Creative Sizes: 728x90, 120/160x600
- Creative Types: GIFs, JPEGs & Flash/SWF
- 3rd Party Tags: Yes, acceptable (DFA, Pointroll, MediaMind etc.)
- Geo-Targeting of Campaigns Available (Global, USA Only & Specific Countries)
- Roadblock of Homepage & Other Pages – Contact PMI for details

eMail Advertising

Clinical Infectious Diseases (CID) – eTOC & Advance Access Alerts
4 Deployments Monthly (2 eTOCs & 2 Advances)
- Subscribers: 4,998
- Unique Open Rate: 22%
- Average CTR for Ads: 0.24%
- Average Impressions: 15,000 (all 4 drops combined)
- Ad Size: 120x600 or 160x600
- Cost Per Month: $4,000.00 (all 4 drops combined)

Journal of Infectious Diseases (JID) – eTOC & Advance Access Alerts
4 Deployments Monthly (2 eTOCs & 2 Advances)
- Subscribers: 4,630
- Open Rate: 17%
- Average CTR for Ads: 0.14%
- Average Impressions: 7,000  (all 4 drops combined)
- Ad Size: 120x600 or 160x600
- Cost Per Month: $2,000.00 (all 4 drops combined)

Additional Information & Options Available for eTOC Campaigns
- Creative Types: GIFs & JPEGs
- 3rd Party Tags: No – Image & Click URL to be provided only

Orders and Ad Materials to:
Samir Delgado
Digital Operations Manager
Pharmaceutical Media, Inc.
212-904-0369  adops@pminy.com