

ASAM News

Newsletter of the American Society of Addiction Medicine

Have you included **ASAM News** in your advertising plans? Our **rate schedule for 2007-2008** follows. Act now to reserve space for your important message!

Advertising Rates for 2007-2008

Size	Width	Length	Price
Full page	7.5 inches	9.875 inches	\$ 2,000.
1/2 page horizontal	7.5 inches	4.75 inches	\$ 1,000.
1/2 page vertical	3.625 inches	9.875 inches	\$ 1,000.
1/3 page square	4.875 inches	4.75 inches	\$ 800.
1/3 page vertical	2.375 inches	9.875 inches	\$ 800.
1/4 page	3.625 inches	4.75 inches	\$ 600.
1/6 page horizontal	4.875 inches	2.25 inches	\$ 500.
1/6 page vertical	2.375 inches	4.75 inches	\$ 500.
1/9 page	2.375 inches	3.125 inches	\$ 300.

Multi-page ads and flyers can be inserted in the mailing envelope: Price quotes on request.

Reader Profile

Mailed six times a year to 3,000 physician members of the American Society of Addiction Medicine, as well as to paid subscribers and key policymakers in the Congress and in state governments.

Ad Content

Positions available and situations wanted; physician recruiters; medical books, journals and tapes; treatment services and programs; pharmacotherapies for alcohol and drug addiction and related disorders. (NOTE: All ads are subject to review and acceptance by the publisher.)

Payment

Advertisers are invoiced and newsletter copies (in lieu of tearsheets) sent after publication. Checks should be made payable to ASAM. Mastercard/VISA also accepted.

Discounts

15% agency commission. ASAM members receive a 10% discount. NOTE: Only one discount per order, please.

Newsletter Schedule for 2007-2008

Issue Date	Deadline to Reserve Space	Deadline to Receive Copy	Date Mailed
January-February	Jan. 9	Jan. 16	Jan. 31
March-April * (Med-Sci Issue)	Feb. 13	Feb. 27	Mar. 21
May-June	Apr. 10	Apr. 24	May 15
July-August (Education issue)	Jun. 12	Jun. 26	Jul. 17
September-October (Parity issue)	Aug. 14	Aug. 28	Sep. 18
November-December (Year in Review)	Oct. 9	Oct. 23	Nov. 20

** In addition to our regular mailing, 1000 copies of this issue are distributed at ASAM's Annual Medical-Scientific Conference. Ads can be tailored to specific exhibit booths, poster sessions, or other events at the conference.*

While ASAM cannot guarantee that space reservations or ad copy received later than the dates shown will be run in the requested issue, every effort is made to accommodate advertisers' schedules. *(NOTE: All ads are subject to review and acceptance by the publisher.)*

Newsletter Format

Full color, typeset, 8.5" x 11" trim size, 24 pages.

Color

We are a full-color publication. Add color to your advertisement at no extra charge!

Ad Composition

Ads may be submitted electronically with all fonts and linked items. Acceptable formats are Adobe Illustrator (8.0 or lower), Photoshop (5.5 or lower), Freehand, QuarkXPress or PageMaker. Be sure all photos are AT LEAST 240 lpi and all bimed items are AT LEAST 600 dpi. You also are welcome to submit Veloxes or Negatives (right reading, emulsion down, 150 dpi). Or, the newsletter artist will compose your ad at no additional charge.

Web Exposure

ASAM News now appears on ASAM's award-winning Web site (www.asam.org) as a PDF file. Your ad will be seen by our visitors for 60 days. Add the Web at no additional cost!

Questions? Contact::

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