

The Member Magazine of the Scleroderma Foundation



## Featuring articles about:

SUPPORT  
EDUCATION  
RESEARCH  
MEDICINE  
ADVOCACY  
AWARENESS  
FUNDRAISING  
CAREGIVING  
PRODUCTS THAT BENEFIT  
MEMBER STORIES  
NEWS

## 2012 Advertising Rates and Information

# 2012 Rate Schedule

# Scleroderma VOICE



## Scleroderma VOICE Magazine

*Connecting and empowering the nationwide scleroderma community*

“Scleroderma Voice” is a quarterly, full-color publication produced by the national office of the Scleroderma Foundation. The content and design of the magazine emphasizes the Foundation’s three-fold mission of support, education and research. Features include medical articles, interviews with scleroderma specialists, human interest stories, research news and breakthroughs. In addition, the publication provides a variety of other resources and support information for people living with scleroderma, their caregivers, medical professionals and others in the general community.

The publication’s primary goal is to aid individuals living with scleroderma, as well as their family and friends. We hope to help people better understand, manage and cope with the disease. Additional emphasis is on medical research initiatives, in an ongoing pursuit to find a cure.

“Scleroderma Voice” accepts solicited and unsolicited manuscripts from members, national medical and administrative staff, physicians, psychologists, academic researchers and other professionals who can speak to issues affecting the scleroderma community.

### Circulation

Annual circulation of the magazine is 32,000. Our readership includes 23 local and regional chapters and our 168 support groups nationwide. It also consists of members of the Scleroderma Foundation who receive the magazine as part of his/her annual membership, such as scientists, pharmaceutical representatives, academic researchers, patients, members and other Foundation supporters.

General Advertising Rates: (per insertion)			
Four Color	4x	2-3x	1x
Full-page	\$5,250	\$5,525	\$5,775
Half-page	\$3,150	\$3,425	\$3,675
Double Truck	\$9,450	\$9,975	\$10,500
Black & White			
Full Page	\$4,200	\$4,475	\$4,725
Half Page	\$2,100	\$2,375	\$2,625

# 2012 Advertising Deadlines

Issue	Ad Space Close	Materials Due
February (Spring)	Dec. 12, 2011	Dec. 30, 2011
May (Summer)	March 12, 2012	March 30, 2012
August (Fall)	June 11, 2012	June 29, 2012
November (Winter)	Sept. 10, 2012	Sept. 28, 2012

## Mechanical Requirements

We are on a PC-based platform. Preferred file format for electronic files is EPS or PDF. When generating your PDF, the PDF option/settings should be set for Press Quality. All component files and resources must be embedded. All fonts must be properly embedded.

We can also accept InDesign CS3, Photoshop CS3, and Illustrator CS3 files. Include all fonts (screen and printer) and graphics used in the ad. Graphics must be supplied as PSD, EPS or TIFF files and must be in CMYK mode with all fonts properly embedded. All graphics must have an effective resolution greater than or equal to 300dpi.

### *Unacceptable Formats:*

**WE CANNOT ACCEPT MICROSOFT WORD, PUBLISHER AND POWERPOINT FILES. IMAGES AND LOGOS COPIED FROM WEBSITES ALSO ARE UNACCEPTABLE.**

File Delivery: Email (25 MB max.) or mail a CD to:

Christina Relacion  
Communications Manager  
Scleroderma Foundation  
300 Rosewood Drive, Suite 105  
Danvers, MA 01923  
(800) 722-4673, Ext. 243  
crelacion@scleroderma.org

### **Magazine ad sizes:** (magazine trim size: 9" x 10.875")

Full page ad – Bleed: 9.25" x 11.125"  
Nonbleed: 8" x 9.875"

Half page ad – Bleed: 9.25" x 5.4" (horizontal)  
Nonbleed: 8" x 4.7"

Half page ad – Bleed: 4.5" x 11.125" (vertical)  
Nonbleed: 3.7" x 10"

# Corporate Partners

The Scleroderma Foundation offers special advertising and cross-promotional offers to corporations who partner with our mission. To learn how to become a corporate partner with the Scleroderma Foundation, please contact Robert Riggs, CEO, at (800) 722-4673, Ext. 251, or email at [rriggs@scleroderma.org](mailto:rriggs@scleroderma.org).

## Advertising Policy

### Drug Advertisements

We will accept advertising from companies or distributors of drugs that are FDA-approved or are sponsoring clinical trials of drugs that are seeking FDA approval.

### Non-Drug Advertisements

We will accept advertising for assistive-living, comfort products and services that we determine may be of interest to scleroderma patients and/or their families.

### General Information

We will not accept advertising for nutraceuticals, diet aids, financial or travel products/services. Advertising for borderline products is subject to review. The Scleroderma Foundation reserves the right to refuse any advertising for any reason. We reserve the right to revise our advertising policies at any time.



SUPPORT • EDUCATION • RESEARCH

300 Rosewood Drive

Suite 105

Danvers, MA 01923

(800) 722-4673

[sfinfo@scleroderma.org](mailto:sfinfo@scleroderma.org)

[www.scleroderma.org](http://www.scleroderma.org)



[www.facebook.com/sclerodermaus](https://www.facebook.com/sclerodermaus)



[www.twitter.com/scleroderma](https://www.twitter.com/scleroderma)