GENERAL INFORMATION

Issuance Monthly

Established 1980

Editorial
Infection Control and Hospital Epidemiology, publishes scientifically authoritative research on control and evaluation of the transmission of pathogens in healthcare institutions and on the use of epidemiological principles and methods to evaluate and improve the delivery of care. Major areas of research include infection control practices, surveillance, cost-benefit analyses, resource use, occupational health, and regulatory issues.

Circulation 4,178
Circulation verification by sworn statement.

Audience
SHEA members, epidemiologists, infection control practitioners, clinicians, and scientists in pediatrics, surgery, and microbiology based in hospitals and other healthcare facilities.

Bonus Distribution
SHEA Spring Training: April 3 – 6, 2014
APIC (Association for Professionals in Infection Control and Epidemiology) June 7-9, 2014
SHEA Annual Meeting/ID Week Oct. 8-12, 2014

ADVERTISING RATES

Preferred Positions:
Table of Contents: $ 500
Cover 2: $ 700
Cover 4: $ 1,000

Acceptance of Advertising
All new and revised advertisements are subject to approval by the Editorial Committee. Advertisements should be submitted to the University of Chicago Press three weeks before closing date for approval. The publisher reserves the right to reject advertising for any reason. The advertiser and agency are entirely responsible for conformance to government regulations of all advertising. The publisher has the right to hold the advertiser and/or its advertising agency jointly and severally liable for monies due and payable to the publisher for advertising placed by the advertiser or its agent.

Placement Policy
Advertising precedes and follows editorial section.

Earned Rates and Frequency Discount
Earned rates are based on accumulated space for a 12-month period (i.e., 6 full pages and 6 half pages earns a 12x rate). Rates are subject to change upon notice from the publisher. Advertisers will be short-rated if they do not use the amount of space upon which their advertising has been billed during the 12-month contract period. Money will be rebated if they earn a higher frequency rate. Agency discount 15%. No cash discount.

Recruitment Display Rates
Full page $775, * half vertical $595, * half horizontal $595. * Rates apply to Recruitment Advertising only. Additional $50 to typeset/design half page ad; $100 for full page ad. * denotes net rate, non-commissionable.

Classified Ads
1x – $300 for 75 words or less; $1.00 for each word over 50. Add $1.00 extra per word for bold, italics, or underlining.

Color Rates

<table>
<thead>
<tr>
<th>Color</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$ 700</td>
</tr>
<tr>
<td>Matched</td>
<td>$ 825</td>
</tr>
<tr>
<td>Four Color</td>
<td>$1,750</td>
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</tbody>
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B&W Rates

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,140</td>
<td>2,100</td>
<td>2,015</td>
<td>1,980</td>
<td>1,920</td>
<td>1,875</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,380</td>
<td>1,350</td>
<td>1,325</td>
<td>1,300</td>
<td>1,205</td>
<td>1,155</td>
</tr>
</tbody>
</table>

Advertising Sales:
Paul Tucker • 847-669-1096 • paul@bna1.com
59 Grove Street, 1D, New Canaan, CT 06840
2014 Advertising Rate Card

CLOSINGS

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space &amp; Art</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 3</td>
</tr>
<tr>
<td>February</td>
<td>January 3</td>
</tr>
<tr>
<td>March</td>
<td>January 31</td>
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<tr>
<td>April</td>
<td>February 23</td>
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<td>May</td>
<td>March 28</td>
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<td>June</td>
<td>April 30</td>
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<td>July</td>
<td>May 30</td>
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<td>August</td>
<td>June 30</td>
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<td>September</td>
<td>July 31</td>
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<td>October</td>
<td>August 29</td>
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<tr>
<td>November</td>
<td>September 30</td>
</tr>
<tr>
<td>December</td>
<td>October 31</td>
</tr>
</tbody>
</table>

Materials due four weeks prior to issue date.

MECHANICAL SPECIFICATIONS

Unit Size Width Depth

- Full Page 7.75" x 10.375"
- Half Vertical 3.5" x 10.375"
- Half Horizontal 7.75" x 5.188"
- Trim Size 8.25" x 10.875"

Bleed Size

- Bleed plate size: 8.5" x 11.188"
- This includes .125" trim from all sides.
- Keep live matter .25" from trim.

Trim Size

- Journal trims 8.25" x 10.875" with bleed all the way around (8.5" x 11.125")
- and live matter .25" from trim.

Production Requirements

- Negative right reading with emulsion side down, marked for color, with register marks, center marks, and trim marks clearly indicated.
- Mechanicals or camera-ready copy (except for 4-color advertisements.)
- Identification proof required. Color ads require color proofs or progressives.
- Offset material destroyed after one year.

Paper Stock

- Inside: 50# coated stock
- Covers: 80# C2S cover stock

Halftone Screen

- 150 lines per inch

Digital Ads

- We prefer digital ads. The link to the Cadmus digital ad site with all the information an advertiser needs is:
  - www.cadmus.com/ads/pdf_instructions/setup.asp
- FTP information is found at: ftp2.cadmus.com
  - Username & password are both: cjanon
- Send electronic ads to: DPS Ephrata, Attn: Staci Westerhoff,
  - 300 West Chestnut Street, Ephrata, PA 17522 staci.westerhoff@cenveo.com

Insert Requirements:

- Please allow for 4,000 inserts per issue
- 70# Minimum stock weight
- 2-page insert: 8.5" x 11.188"
- 4-page insert: 17" x 11.188" (before folding)
- Keep live matter at least .25” from trim.

Ship inserts to:

- ICHE (Specify issue)
  - Lori Querry, Cadmus, Lancaster Division, 3575 Hempland Road, Lancaster, PA 17601 (717) 285-6832

For information about digital advertising opportunities, please contact:

- e-Healthcare Solutions - www.e-healthcaresolutions.com
  - (609) 882-8887 ext. 1 sales@e-healthcaresolutions.com

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