

Media Guide

2012

SLEEP | *Journal of Clinical Sleep Medicine* | SLEEP 2012 | Bonus Opportunities

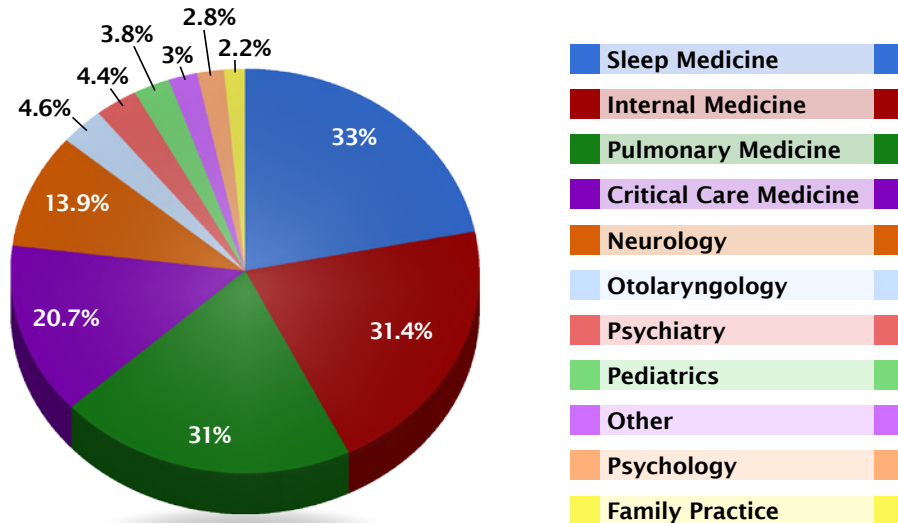


AMERICAN ACADEMY OF SLEEP MEDICINE

*The leader in setting standards and promoting excellence
in sleep medicine healthcare, education and research*

AASM & SRS Membership Specialty Demographics

Due to member involvement in more than one specialty, percentages will not equal 100%



American Academy of Sleep Medicine

The American Academy of Sleep Medicine (AASM) is *the* professional medical society for clinicians, researchers and other health care providers in sleep medicine and sleep research.

The field of sleep medicine is a sub-specialty of anesthesiology, family medicine, internal medicine, pediatrics, neurology, psychiatry and otolaryngology, which is reflected by the above breakout of AASM and SRS member demographics.

What We Do

The AASM serves its members and advances the field of sleep health care by:

- Setting the clinical standards for the field of sleep medicine
- Advocating for recognition, diagnosis and treatment of sleep disorders
- Educating professionals dedicated to providing optimal sleep health care
- Fostering the development and application of scientific knowledge

Affiliated Organizations



Sleep Research Society

The Sleep Research Society (SRS) is a member organization of scientists that exists to foster scientific investigation on all aspects of sleep and its disorders, to promote training and education in sleep research, and to provide forums for the exchange of knowledge pertaining to sleep.



APSS

The Associated Professional Sleep Societies, LLC (APSS) is a joint venture of the AASM and the SRS. The APSS publishes the journal *SLEEP* and hosts the SLEEP Annual Meeting, held in June of each year.



SLEEP Rate Card 2012

Editorial

SLEEP publishes original findings in areas pertaining to sleep and circadian rhythms. Topics include sleep-related disorders, medical dysfunctions during sleep, clinical investigations, therapeutic trials, physiologic events, anatomic structures and molecular components underlying normal and abnormal sleep, psychological and psychophysiologic research, and the pharmacology of sleep.

Organization Affiliation

Official publication of the Associated Professional Sleep Societies, LLC (APSS), a joint venture of the American Academy of Sleep Medicine (AASM) and the Sleep Research Society (SRS).

Established: 1978

Delivery: Digital

Visitors: Approximately 25,000 monthly, including 12,000 direct traffic

Impact Factor: 5.486

Audience

Sleep specialists, researchers, sleep technologists, scientists, nurses and sleep center managers.

Continuing Medical Education

Credits are available in each issue.

Issuance: Monthly

Closings

- All cancellations must be received by the publisher in writing, via e-mail or fax by the ad space closing deadline.
- Dates subject to change.

2012 Publication Schedule

SLEEP is published on the first of every month.

Advertising Deadlines

Advertising will close on the 15th of the month preceding issue date for ad space reservations and artwork.

Classified/Recruitment Advertising

DISPLAY CLASSIFIED – BLACK & WHITE ONLY

Insertion	1×	2-5×	6-9×	10+×
Full-Page	\$935	\$920	\$830	\$785
½ - Page	\$660	\$640	\$615	\$580
¼ - Page	\$575	\$525	\$480	\$455

WORD CLASSIFIED

\$150 for 60 words or less; \$1.25 for each additional word over 60. All word classified ads must be prepaid at the time of order.

Agency discounts do not apply to classified advertisements.

Agency Discount

An agency discount of 15% of gross billing will be allowed for recognized agencies, provided invoice is paid within 30 days of receipt.

Dual Responsibility

Advertisers agree to accept “dual responsibility” for payment to the publisher if the advertiser’s agency does not remit payment within 30 days of the invoice date.

Advertising Units

PREMIUM POSITIONING

Transition Ads: Only 4 Transition advertisers are accepted each year. Transition ads are larger and more prominent than banner ads

and will appear only twice during a given reader session at the 5 and the 10 minute marks. Not affected by pop-up blockers. Linked to URLs.

SPECIAL OFFER!

Contract Transition Advertisers will also receive a **FREE Banner Ad** in each edition of SLEEP during the same contract period.

Cost: \$2,750/month. Requires a 12× contract.

STANDARD POSITIONING

Banner Ads – Leaderboard and Skyscraper ads are available. We accept a maximum of 8 banner ads per edition, 4 of each configuration. Linked to URLs.

Cost: 1×	\$1,750
2-4×	\$1,700
5-7×	\$1,665
8-10×	\$1,630
11+×	\$1,575

Journal of Clinical Sleep Medicine

www.aasmnet.org/jcsm

The Journal of Clinical Sleep Medicine Rate Card 2012

Editorial

The *Journal of Clinical Sleep Medicine (JCSM)* focuses on clinical sleep medicine. Its emphasis is the publication of papers with direct applicability and/or relevance to the clinical practice of sleep medicine. This includes clinical trials, clinical reviews, clinical commentary and debate, medical economic/practice perspectives, case series and novel/interesting case reports.

Organization Affiliation

Official publication of the American Academy of Sleep Medicine (AASM)

Established: 2005

Delivery: Digital

Visitors: Estimated at 20,000 monthly, including 9,500 direct traffic

Audience

Sleep specialists, researchers, sleep technologists, scientists, nurses and sleep center managers.

ISSN: Online: 1550-9397

Continuing Medical Education

Credits are available in each issue.

Issuance: Bi-Monthly

Publication Schedule 2012

Published on the 15th of February, April, June, August, October and December

Advertising Deadlines

Advertising will close on the 20th of the month preceding issue date for ad space reservations and artwork.

Classified/Recruitment Advertising

DISPLAY CLASSIFIED - BLACK & WHITE ONLY

Insertion	1x	2-3x	4-5x	6+x
Full-Page	\$815	\$800	\$785	\$775
½ - Page	\$620	\$605	\$590	\$580
¼ - Page	\$545	\$485	\$475	\$465

WORD CLASSIFIED

\$150 for 60 words or less; \$1.25 for each additional word over 60. All word classified ads must be prepaid at the time of order.

Agency discounts do not apply to classified advertisements.

Agency Discount

An agency discount of 15% of gross billing will be allowed for recognized agencies, provided invoice is paid within 30 days of receipt.

Dual Responsibility

Advertisers agree to accept "dual responsibility" for payment to the publisher if the advertiser's agency does not remit payment within 30 days of the invoice date.

Advertising Units

PREMIUM POSITIONING

Transition Ads - Only 4 Transition advertisers accepted each year. Transition Ads are larger and more prominent than banner ads

and will appear only twice during a given reader session at the 5 and the 10 minute mark into the session. Not affected by pop-up blockers. Linked to URLs.

Cost: \$1,880/month. Requires a 6x contract.

STANDARD POSITIONING

Banner Ads - Leaderboard ads are available. We accept a maximum of 8 banner ads per edition. Linked to URLs.

Cost:	1x	\$815
	2-3x	\$800
	4-5x	\$785
	6+x	\$775

SPECIAL OFFER!

Contract Transition Advertisers will also receive a **FREE Banner Ad** in each edition of the *JCSM* during the same contract period.

NEW!

Introducing the AASM Buyers Guide. For only \$500 per year, your company can be listed in this industry wide, quick-reference guide to top quality sleep products and services. \$500 includes all categories! The Buyers Guide listing will be FREE to 12x advertisers in *SLEEP* and 6x advertisers in the *JCSM*. Visit www.aasmnet.org/jcsm to sign up.

For *SLEEP* and the *Journal of Clinical Sleep Medicine*

Frequency Discount

If the number of insertions contracted for are not used within the 2012 volume year, the advertiser will be short-rated. Advertisers will be rebated if, within the 2012 volume year, they have used sufficient additional insertions to earn a lower rate than which they had been billed. Advertisers not on a multiple insertion contract will be billed at the 1x rate. Frequency discounts will apply as such frequencies are actually earned, but will not be retroactively applied. Complimentary ads do not count toward frequency discounts.

Agency Discount

An agency discount of 15% of gross billing charges will be allowed for recognized agencies, provided invoice is paid within 30 days of receipt. This discount does not apply to word/display classified ads or any other charges.

Complimentary Subscriptions

Advertisers who commit to running ads in 50% of *SLEEP* or the *JCSM* issues will receive up to 3 complimentary subscriptions

Advertising Insertion Order

To reserve your advertising space in either *SLEEP* or the *Journal of Clinical Sleep Medicine*, please download and fill out the Advertising Insertion Order and e-mail to advertising@aasmnet.org or fax to: (630) 737-9790 attention National Sales Account Executive.

[Click here](#) to download the Advertising Insertion Order.

Advertising Specifications

Transition Ads

Creative size: 640 × 480 pixels
Maximum file size: 150KB

Banner Ads

Leaderboard 728 × 90 pixels
Skyscraper 120 × 600 pixels
Maximum file size: 50KB

For All Digital Ads

Resolution: Minimum 72 pixels/inch;
Maximum 96 pixels/inch
Rotation: At random
Formats: .jpg; .gif; .png
Animation: Not allowed
Alternate Text: Must be provided
Color Palette: 256 (.gif)
Target URL: Required, one per advertisement
3rd party serving: Not allowed
Rich Media: Not available

Classified Display Ads

	W × D
Full Page	7.25" × 9.875"
Half Page Vertical	3.50" × 9.875"
Half Page Horizontal	7.25" × 4.875"
Quarter Page	3.50" × 4.875"

Requirements

1. Premium Advertisements, known as Transition Ads, will be displayed on their own page at the 5:00 minute and the 10:00 minute mark of a reader's session. A maximum of two Premium Advertisements will be displayed per session.
2. There will be three ways to leave the Premium Advertisement. One, the user may click a link to bypass the advertisement. Two, a counter will automatically redirect them to the proper destination after 20 seconds. Three, the user clicks on the advertisement and is taken to the customer specified web address.
3. Leaderboard and skyscraper ads are pulled randomly. The customer has no ability to choose which web pages to display their ads.
4. Leaderboard and skyscraper ads will appear on all pages designated by the AASM. Pages related to CME will not display ads.
5. Tracking for impressions and clicks will be in place for all transition and banner ads.

Advertising Guidelines and Acceptance Policy

SLEEP and the *Journal of Clinical Sleep Medicine (JCSM)* accept advertising according to the following guidelines:

General

1. All advertisements are subject to approval by the Publisher who reserves the right to reject or cancel any advertisement at any time.
2. Advertising is separate from content. Advertisers have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising. Advertisers do not influence any of our editorial decisions or advertising policies.
3. Any reference to Publisher or its products, services or standards in advertisements, promotional material or merchandising by the advertiser or the agency is prohibited.
4. All advertisements must clearly and prominently identify the advertiser by trademark, signature or name.
5. Advertising copy must be factual, in good taste, and all claims must be fully supportable. Any advertisement not previously published must have prior approval.
6. All advertisements are accepted and published by Publisher on the warranty of the advertiser and agency that both are authorized to publish the entire contents and subject matter of the advertisement.
7. Publisher shall not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when that condition conflicts with the conditions set forth in any Publisher policies.
8. Advertorials are not allowed.
9. Publisher shall not be liable for failure to publish any advertisement accepted by Publisher. However, Publisher shall use reasonable efforts to place such advertisement in subsequent available space.
10. Promotion of products, services or meetings that compete directly with those offered by Publisher are generally prohibited.

Online

1. Advertising that appears on Publisher's website must be clearly distinguishable from any editorial content.
2. Publisher does not release personally identifiable data on the users of our websites to advertisers.
3. Online advertisers may receive reports that show aggregate data about their advertisements, including the number of ad impressions generated.
4. Advertiser links to other websites cannot prevent a user from easily returning to Publisher's website.

For a full listing of advertising policies, please refer to www.aasmnet.org/jcsm and www.journalsleep.org.

SLEEP 2012 Advertising Opportunities

Supporter Recognition Program

In an effort to recognize companies that support the APSS through advertising in *SLEEP*, exhibiting and sponsorship participation at the SLEEP meeting, the APSS is excited to offer the **Supporter Recognition Program!** Companies will be recognized as Bronze, Silver or Gold level supporters based on their participation as advertisers in *SLEEP*'s 2011 volume year, as an exhibitor at SLEEP 2012, or by taking advantage of advertising and sponsorship opportunities at SLEEP 2012. Make sure your company receives additional benefits such as multiple discounts, free exposure and advertising specials. This is just one of the many ways the APSS recognizes its supporters!

For more information on the support levels, benefits and rewards your company can earn, refer to the Exhibitor Prospectus or the official website of SLEEP 2012, www.sleepmeeting.org.

Preliminary Program

The Preliminary Program details all the events that will take place at SLEEP 2012. Over 14,000 prospective attendees receive this program as a tool in planning their time at the annual SLEEP meeting. Advertising space is reserved only for exhibitors, providing premier exposure to the sleep medicine community.

PREMIUM POSITIONS:		RUN-OF-BOOK:	
Inside Front Cover	\$3,570	Full-Page	\$2,042
Inside Back Cover	\$3,250	½-Page	\$1,200
Outside Back Cover	\$3,837		

AD SPACE CLOSING	AD MATERIALS	DUE ISSUED
1/13/2012	1/20/2012	March 2012

Final Program

The Final Program details the entire agenda for SLEEP 2012, including the scientific sessions, and is distributed on-site to all meeting attendees. Advertising is reserved exclusively for exhibitors. Place your products in the hands of thousands of attendees at SLEEP 2012, the largest gathering of sleep specialists in the nation!

PREMIUM POSITIONS:		RUN-OF-BOOK:	
Inside Front Cover	\$3,360	Full-Page	\$2,000
Inside Back Cover	\$2,877	½-Page	\$1,150
Outside Back Cover	\$3,780		

AD SPACE CLOSING	AD MATERIALS	DUE ISSUED
4/6/2012	4/13/2012	June 2012

Ad Specs	NON-BLEED (W × D)	BLEED (W × D)
Full page	7.25" × 9.875"	8.5" × 11.125"
Half Page-V	3.50" × 9.875"	N/A
Half Page-H	7.25" × 4.875"	N/A
Quarter Page	3.50" × 4.875"	N/A



SLEEP 2012

The Annual Meeting of the APSS will be held in Boston, Massachusetts, June 9-13. SLEEP 2012 is the premier event for the sleep medicine community, attracting more sleep specialists and researchers than any other sleep meeting in the nation.

Take advantage of the many advertising and sponsorship opportunities designed to maximize brand awareness and showcase your products to sleep professionals from around the world.

In 2011, over 5,100 attendees converged on The Minneapolis Convention Center to learn & share experiences, network with colleagues and seek the newest innovations on the exhibit floor. Make sure they discover your products in 2012.

Sponsorships & Bonus Opportunities

Sponsorships

Increase your company's visibility to the sleep medicine community before or during SLEEP 2012 by becoming a sponsor. Sponsorships are available at all budget levels and companies can choose from a selection of proven attention getters or have a unique one created just for them.



SLEEP 2011 Exhibit Hall
Minneapolis, MN

Exhibiting

Once a year, the sleep medicine community comes together to learn & share, network with colleagues, and discover new products and services. Be there when they are in a "buying mode" and showcase your products during 3 days on the exhibit floor.

Friends of the Foundation

Help support research into sleep medicine by becoming a "Friend of the Foundation" and be recognized for your support of the Sleep Research Society Foundation and the American Sleep Medicine Foundation, both 501(c)3 charitable organizations, during SLEEP 2012.



Membership Directory

Published annually in June, the Membership Directory provides an opportunity to reach more than 15,000 members of the AASM, SRS, AADSM and AAST. An excellent networking resource! Full page ads only.

ROB	\$2,100
Inside Front or Inside Back Cover	\$3,465
Outside Back Cover	\$3,675
Deadline: Space - March 16; Artwork - March 23, 2012	

Ad Specs	NON-BLEED (W x D)	BLEED (W x D)
Full page	7.25" x 9.875"	8.5" x 11.125"

NEW! The AASM Online Membership Directory is now accepting a maximum of 2 banner ads per month. Cost is only \$2,500/year or \$250/month. Call for details!

AASM Roster of Accredited Member Centers

Published in January and July, the Roster is a complete listing of all AASM accredited member sleep centers used by sleep medicine professionals and many insurance companies.

Inside Front Cover	\$1,600
Inside Back Cover	\$1,300
Outside Back Cover	\$2,000
January Deadline:	Space - December 2; Artwork - December 9
July Deadline:	Space - June 1; Artwork - June 8

Ad Specs	NON-BLEED (W x D)	BLEED (W x D)
Full page	7" x 9.5"	8.5" x 10.75"



Sponsorships & Bonus Opportunities

Recruitment Opportunities

Whether you are seeking to fill positions for senior-level sleep medicine researchers, pulmonologists, neurologists or sleep lab managers, you will find top quality candidates through the *Journal of Clinical Sleep Medicine* and *SLEEP*.

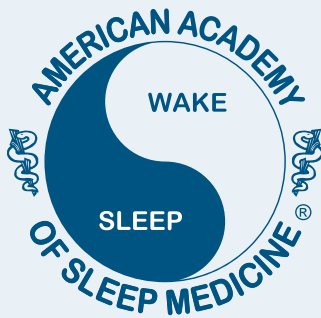
Online Job Board

Need to advertise a vacant position TODAY? With the AASM Job Board, your unexpected opening could become someone's new career the same day! Visit: <http://www.aasmnet.org/jobboard.aspx>

Mail Lists

The AASM member mail list is available to promote products or educational opportunities throughout the year. Works in-tandem with your advertising in *SLEEP* and the *JCSM* to increase brand awareness or to help introduce new products. Visit:

<http://www.aasmnet.org/maillinglistrental.aspx>



Contact Us

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