



AUANews, the official newsmagazine of the **American Urological Association (AUA)**, written for urologists by urologists, is provided to members as a benefit.

AUANews features current, highly relevant cutting-edge news of practical value to urologists while also serving as a vehicle for prompt and current communication between the AUA and its members. All articles are invited and appear within two to three months of submission.

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GENERAL INFORMATION

Circulation: 12,294

Frequency: Monthly.

Established: 1996

Editorial: Articles written by urologists for urologists. Clinical and socioeconomic topics relative to urology. All articles are originally submitted by invitation of the editor.

Requirement for Acceptance of all Advertising: Subject to approval by editor. New copy to be received by the publisher two weeks before closing date.

MEMBERSHIP BY REGION



Section	Voting	Total
Mid-Atlantic	998	1,260
New York	796	1,051
New England	585	742
North Central	1,697	2,208
North Eastern	619	901
South Eastern	2,237	2,675
South Central	1,519	1,995
Western	1,826	2,257

MEMBERSHIP BY CATEGORY

Active	7,306	40.30%
International (including retirees)	3,459	19.08
Senior	2,978	16.43
Candidate	2,012	11.10
Affiliate	507	2.80
Other	1,868	10.30

RUN OF BOOK (ROB) B/W RATES

Freq.	Tabloid	1/2 Page	Island	1/4 Page	1/8 Page
1x	\$4,750	\$3,410	\$3,365	\$1,580	\$1,135
3x	\$4,680	\$3,360	\$3,320	\$1,545	\$1,090
6x	\$4,590	\$3,350	\$3,275	\$1,510	\$1,040
12x	\$4,455	\$3,195	\$3,180	\$1,485	\$1,000
24x	\$4,320	\$3,175	\$3,155	—	—
36x	\$4,185	\$3,150	\$3,115	—	—
48x	\$3,405	\$3,010	\$2,980	—	—
60x	\$3,060	\$2,715	\$2,680	—	—

COLOR RATES (PER PAGE)

Standard	\$1,145
Matched	\$1,225
3/4 Color	\$2,835

INSERT RATES

Freq.	2 Page	4 Page
1x	\$7,900	\$15,850
3x	\$7,800	\$15,650
6x	\$7,700	\$15,450
12x	\$7,500	\$15,000
24x	\$7,425	\$14,850
36x	\$7,350	\$14,685
48x	\$7,050	\$14,100
60x	\$6,350	\$12,700

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Business Reply Cards: 1x earned B/W page rate.

Larger Size Business Reply Cards: 2x earned B/W page rate.

Business Reply Card Requirements: Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Cancellations will not be accepted after space confirmation date.

Back-up Rates: One-half earned B/W page rate. Larger units, gate-folds, tip-ins, die cuts: rates upon request. Special handling charges, etc., for unusual insert handling, rates upon request.

COMBINATION RATES

Based upon accumulated space in *AUANews* and *The Journal of Urology*® during the 12-month calendar year.

AGENCY COMMISSION: 15%

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	12/1	12/9	12/20
February	1/3	1/9	1/20
March	2/3	2/10	2/20
April	3/1	3/9	3/20
May	4/2	4/10	4/20
June	5/1	5/10	5/20
July	6/1	6/11	6/20
August	7/2	7/10	7/20
September	8/1	8/10	8/20
October	9/3	9/10	9/20
November	10/1	10/10	10/20
December	11/1	11/9	11/20

*Cancellations cannot be accepted later than one week after space reservation date.

COVER/PREFERRED POSITION RATES*

Cover tip	\$22,000 Gross
2nd Cover	Earned rate plus 25%
3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
Center Spread	Earned rate plus 25%

*Non-cancellable, 10% penalty applied



Cover tip example

MECHANICAL SPECIFICATIONS

Size	Dimensions
Tabloid (bleed)	11-1/4 x 14"
Tabloid (non-bleed)	10 x 12-1/2"
3/4 Page	10 x 9-1/2"
Island (bleed)	8 x 10"
Island (non-bleed)	7-1/2 x 9-1/2"
1/2 Page (vertical)	4-3/4 x 13"
1/2 Page (horizontal)	10 x 6-1/4"
1/4 Page (column)	2-1/4 x 12-1/2"
1/4 Page (box)	4-3/4 x 6-1/4"
1/8 Page	2-1/4 x 12-1/5"
Tabloid Insert	11-1/4 x 14'
A-size Insert	8-3/8 x 11-1/8"

Publication trims at 10-7/8 x 13-1/2", keep live matter 1/2" from trim.

INSERT REQUIREMENTS

Tabloid insert: 11-1/4 x 14"
 A-size insert: 8-3/8 x 11-1/8"

Trimming: 1/8" will be trimmed off of head only. To be supplied folded with a minimum 3/8" or maximum 7/8" lip.

Stock: 80 lb. minimum; 100 lb. text maximum.

Quantity: 15,000

PAPER STOCK

60 lb. coated enamel.

BINDING

Saddle wired.

ELECTRONIC AD SUBMISSION

AUANews is produced digitally and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Upload a high-res PDF to the Walchli Tauber Group FTP site at **ftp2.wt-group.com**; **user: wtgroupftp**, **password: send-files**. Be sure to use passive FTP if prompted.

Find the folder for AUANews and the issue date for your ad, and copy your high-res PDF into that file. Send an email to the Print Production Manager, Karen Burkhardt, at karen.burkhardt@wt-group.com notifying that you have uploaded the materials.

You also may email the PDF to Karen if the file is less than 10 MB. Ads may also be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

SHIPPING INFORMATION**For Inserts:**

Cadmus Specialty Publications
 Attn: Receiving Department, AUANews (Month/Quantity)
 1991 Northhampton Street
 Easton, PA 18042

For all other Material:

Walchli Tauber Group, Inc.
 Attn: Karen Burkhardt (AUANews)
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015

EARNED RATE DISCOUNT POLICY

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice.

There are no cash rebates should a greater frequency rate be attained over what has been contracted for. Credit will be given on future advertising placed.

Online Advertising Rates

DIGITAL EDITION

All ROB ads appearing in the printed edition of *AUANews* will also appear in the digital edition of the publication. All website addresses included in ROB print ads are also live and linked in the digital edition.

The digital edition sponsor will receive a 728x90 pixel leaderboard ad that will appear on the top of all pages of the digital edition.

The sponsor will also receive a 728x90 leaderboard ad on the email blast that the AUA sends each month, notifying their members of the availability of the latest digital edition.

DIGITAL EDITION ADVERTISING RATES (Per Issue)

Publication Sponsorship	\$2,900 net
Leader and Skyscraper Banner Ads	\$1,000 net
Flash Animation Ads	\$ 900 net
Embedded Audio or Video	\$ 500 net
Inserts and Coverwraps	\$ 600 net
Gatefold	\$ 400 net
Bellyband	\$ 200 net

MECHANICAL SPECIFICATIONS

Dimensions	File Size
728x90 pixels	60 KB limit
160x600 or 120x600 pixels	60 KB limit

DIGITAL EDITION eALERT

JPG, GIF, Click-through URL. No Rich Media can be accepted.



AUANews Digital Edition & eAlert Screenshots

Classified Advertising Rates

LINE RATES

Words	Cost
50	\$240.00
Additional	\$ 4.70 per word

INFORMATION

PRE-PAYMENT IN FULL IS REQUIRED WITH ALL ADS. If a PO is issued, the ad will not be printed until check has been received.

Line ads are net price. A word is defined as one or more letters bound by spaces. Slashes may be used to combine two words as one; however, if more than one slash is used in a single instance, every two words will be counted as one.

LINE AD OPTIONS

Blind	\$40 per issue
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DISPLAY RATES

Position	1x	3x
Full Page	\$2,125	\$2,080
1/2 Page	\$1,745	\$1,670
1/4 Page	\$ 945	\$ 910
1/8 Page	\$ 680	\$ 670

CLOSING DATES

Issue Date	Materials
January	12/1
February	1/1
March	2/1
April	3/1
May	4/1
June	5/1
July	6/1
August	7/1
September	8/1
October	9/1
November	10/1
December	11/1

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page	10 x 12"
1/2 Page (vertical)	4.75 x 12"
1/2 Page (horizontal)	10 x 5.875"
1/4 Page	4.75 x 5.875"
1/8 Page	4.75 x 2.75"

SPECIAL INTEREST AREA

General Urology	10,436	57.56%
Oncology	4,568	25.20
Calculus	2,549	14.06
Incontinence	2,075	11.44
Erectile Dysfunction	1,443	7.96
Pediatrics	1,138	6.28
Fertility	637	3.51
Renal Transplant	315	1.74

PRACTICE TYPE

Urology Group	4,849	27.75%
Solo	2,198	12.12
Full-time Academic	2,224	12.27
Multi-specialty Group	1,195	6.59
Full-time Managed Care	178	0.98

PRACTICE AREA

Urban	6,287	34.68%
Suburban	2,256	12.44
Small Community	1,803	9.94
Rural	607	3.35

AGE

36 and under	2,518	13.89%
37-45	3,294	18.17
46-54	3,796	20.94
55-64	3,629	20.02
65 and over	4,190	23.11

GENDER

Male	16,705	92.14%
Female	1,425	7.86

MEMBERS ONLINE

Website	2,837
Email	15,334

*Source: AUA Membership Study, September 2011

MEMBERS BY CONTINENT

North America	14,052	77.51%
Asia	1,612	8.89
Europe	1,163	6.41
South America	969	5.34
Africa	175	0.97
Australia	159	0.88

ABU CERTIFIED

Certified	9,991	55.11%
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