



CHEST is the official publication of the **American College of Chest Physicians (ACCP)**. Each month it features cutting edge original research in the multidisciplinary specialties of chest medicine, such as pulmonology, critical care, sleep medicine, thoracic surgery, transplantation, airways disease, and more. **CHEST** also features Recent Advances, Topics in Practice Management, Contemporary Reviews, and more. Editorials and communications to the editor explore controversial issues and encourage further discussion by physicians dealing with chest medicine.

More than 30,000 readers worldwide turn to **CHEST** each month to keep up-to-date on the latest in chest-related medicine.

GENERAL INFORMATION

Frequency: Monthly

Average Circulation: 20,261

Editorial: Original manuscripts only (peer reviewed), dealing with the medical or surgical aspects of pulmonary, critical care and sleep medicine, as well as thoracic surgery. Emphasis is placed upon involvement among related disciplines such as: pulmonology, internal medicine, sleep medicine, surgery, as well as anesthesiology, physiology, and radiology.

READERSHIP STUDY*

Media Check	Readers	Exposures
CHEST	3,180 (1)	1,032 (2)
CHEST Physician	1,917 (2)	1,654 (1)
AJRCC	1,718 (3)	1,027 (3)
Other Newspaper	1,610 (4)	965 (4)

*Source: Kantar Media (Perq/HCI) Medical/Surgical Readership Study, June 2010

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Print Advertising (Rate Card)

RUN OF BOOK (ROB) B/W RATES

Frequency	1 Page	1/2 Page	1/4 Page
1x	\$2,390	\$1,595	\$1,055
3x	\$2,340	\$1,575	\$1,050
6x	\$2,225	\$1,540	\$1,015
12x	\$2,140	\$1,480	\$ 975
24x	\$2,090	\$1,405	—
36x	\$2,000	\$1,350	—
48x	\$1,960	\$1,325	—
60x	\$1,910	\$1,295	—
72x	\$1,870	\$1,250	—
84x	\$1,835	\$1,210	—

COLOR RATES (PER PAGE)

Standard	\$ 835
Matched	\$1,180
3/4 Color	\$1,980

EARNED RATES

The total number of fractional and full page ad-units used within one calendar year determines frequency rate. Space used by parent company and subsidiaries can be combined.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-1/4 x 11-1/16"
Full Page	6-3/4 x 9-3/4"
1/2 Page H	6-3/4 x 4-3/4"
1/2 Page V	3-1/4 x 9-3/4"
1/4 Page	3-1/4 x 4-3/4"

SHIPPING INFORMATION

For Inserts:

Dartmouth Printing
 Attn: Lisa George (CHEST)
 69 Lyme Road
 Hanover, NH 03755

For all other Ad Material:

Walchli Tauber Group, Inc.
 Attn: David Bubbins (CHEST)
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015
david.bubbins@wt-group.com

INSERT RATES*

2-page Insert	3 times earned B/W rate
4-page Insert	5 times earned B/W rate
6-page Insert or more	Rates upon request
Cover-tips	\$15,000 supplied
Larger units, gatefolds, tip-ins, die cuts	Rates upon request

Special handling charges Rates upon request

*Copies of new inserts must be sent to The Walchli-Tauber Group for editorial approval. Rates upon request for unusual positioning.

COVER/PREFERRED POSITION RATES*

2nd/4th Cover	Earned rate plus 50%
3rd Cover	Earned rate plus 25%
Facing 1st Text/Contents	Earned rate plus 25%

*Non-cancellable, 10% penalty applied

CLOSING DATES*

Date(s)	Space	ROB Material	Inserts
JAN	12/1	12/6	12/20
FEB	1/3	1/7	1/24
MAR	2/1	2/7	2/21
APR	3/7	3/11	3/25
MAY	4/1	4/8	4/22
JUN	5/2	5/9	5/20
JUL	6/1	6/9	6/23
AUG	7/4	7/11	7/22
SEP	8/5	8/12	8/26
OCT	9/2	9/9	9/23
NOV	10/3	10/10	10/24
DEC	11/3	11/10	11/25

*Cancellations cannot be accepted later than one week after space reservation date. Publication set copy, one week before closing date for space.

BONUS DISTRIBUTION*

Meetings	Dates	Location
Society of Critical Care Medicine	1/15-1/19	San Diego, CA
American Thoracic Society Annual Meeting	5/13-5/18	Denver, CO
ACCP Meeting	10/22-10/27	Honolulu, HI

*100 copies available for each meeting

Print Advertising (Rate Card)

Publication trims at 8 x 10-3/4"

Keep live matter 1/2" from trim

Perfect binding

Paper Stock: Cover 100# Sterling Ultra Text; Inside pages 40# DPO Web.

INSERT REQUIREMENTS

Sizes: 2-page insert - 8-1/4 x 11-1/16", 4-page insert - 16-1/2 x 11-1/16"

Trimming: Head 3/16"; Foot 1/8", Outside 1/8"; Gutter 1/8". Inserts jog to the head.

Stock: 80# coated or 80# offset maximum. Minimum 60 lb coated or 60 lb offset. Samples of stock other than specified should be submitted for approval.

Quantity: 20,000 per issue

Copy Clearance: Advertisers assume liability for all content (including text and illustrations) of advertisements printed, and also assume responsibility for any claims arising made against the Publisher. Publisher reserves the right to reject any advertising which he feels is not in keeping with the publications' standards. Advertisements that resemble editorial material will carry the word "Advertisement" at the top.

Disposition of Reproduction Materials: Held one year from date of last insertion, then destroyed unless instructed otherwise.

ELECTRONIC AD SUBMISSION

CHEST is produced digitally and printed direct-to-plate (DTP). Below are acceptable formats (in order of preference) for submission of ads:

1. PDF - High resolution
2. EPS/TIFF
3. InDesign files with all supporting art/fonts.

All digital ads must be submitted in CMYK.

All ads require proofs. All digital ads submitted must include a press quality proof of the ad and specify if the ad bleeds.

Should corrections be required to digital ads, a minimum production fee of \$100 will be applied.

Ads may be submitted on ZIP disks or CD-ROM.

WinZip and Stuffit are the only acceptable compression techniques.

If submitting via email, files must be less than 25MB. Send to: david.bubbins@wt-group.com.

Upload a high-res PDF to the Walchli Tauber Group **FTP site at <ftp://www.wt-group.com>**
user: wtgroupftp, password: sendfiles

Classified Advertising (Rate Card)

LINE RATES

Words	CHEST Only	CHEST+CP
1-50	\$ 215	\$ 390
51-100	\$ 400	\$ 725
101-150	\$ 585	\$1,070
151-200	\$ 775	\$1,255
201-250	\$ 965	Upon request
251-300	\$1,155	Upon request

Bolded ads or blind box service are \$45 each; boxed ads are \$95. Prepayment in full is required with all ads.

DISPLAY RATES

Dimensions	1x	3x	CHEST+CP
Full Page	\$2,390	\$2,340	\$4,070
1/2 Page	\$1,595	\$1,575	\$2,720
1/4 Page	\$1,055	\$1,050	\$1,800

INFORMATION

Display space is available for those desiring greater visibility or additional space for their message. Display rates are gross. PRE-PAYMENT IN FULL IS REQUIRED WITH ALL ADS.

COLOR RATES

	CHEST	CHEST+CP
Standard	\$ 835	\$1,010
Matched	\$1,180	N/A
3/4 Color	\$1,980	\$2,445

CLOSING DATES (LINE & DISPLAY)*

One month prior to issue date.

*Cancellation requests must be confirmed in writing and will be honored for the next applicable issue.

SHIPPING INFORMATION

Walchli Tauber Group, Inc.
 Attn: Rhonda Beamer (*CHEST*)
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015
rhonda.beamer@wt-group.com

eOpportunities

STANDARD BANNERS*

Type	Dimensions	Required Files
Skyscraper	160x600	.JPG/.GIF/3rd Party Tag, Flash, Shockwave.
Leaderboard	728x90	

*Placement on *CHEST* Journal ROS, article abstracts, full-text article pages, and ACCP Board Review eBook web sites at www.chestpubs.org

WWW.CHESTPUBS.ORG

\$60 net per thousand impressions

Displayed on all pages except full text articles

3 rotations in 30 seconds

3rd party tagging allowed

Max file size 40KB

Weekly reports delivered to your inbox on impressions and click-throughs

All ads will be approved by the ACCP prior to the banner being served

300,000 unique monthly visitors, 850,000 monthly page views*

*Source: Google Analytics

WEBSITE SCREENSHOT

CHEST eALERTS

\$1,000 net per month

23,591 opt-in CHEST eTOC subscribers

21,210 CHEST Keyword/Author subscribers

eALERT SCREENSHOT

Subject: Chest Table of Contents for Airway Hyperresponsiveness in Asthma: Its Measurement and Clinical Significance: 1 August 2010; Vol. 138, No. 2, suppl

Chest Online Table of Contents Alert

A new issue of *Chest* is available online:
Airway Hyperresponsiveness in Asthma: Its Measurement and Clinical Significance:
August 2010; Vol. 138, No. 2, suppl

The below Table of Contents is available online at: http://chestjournal.chestpubs.org/content/vol138/2_suppl/index.shtml?etc

AIRWAY HYPERRESPONSIVENESS IN ASTHMA: ITS MEASUREMENT AND CLINICAL SIGNIFICANCE

Paul M. O'Byrne

Introduction: Airway Hyperresponsiveness in Asthma: Its Measurement and Clinical Significance
Chest 2010;138:1S-3S
http://chestjournal.chestpubs.org/cgi/content/abstract/138/2_suppl/1S

William W. Busse

The Relationship of Airway Hyperresponsiveness and Airway Inflammation: Airway Hyperresponsiveness in Asthma: Its Measurement and Clinical Significance
Chest 2010;138:4S-10S
http://chestjournal.chestpubs.org/cgi/content/abstract/138/2_suppl/4S

John D. Brannan

Bronchial Hyperresponsiveness in the Assessment of Asthma Control: Airway Hyperresponsiveness in Asthma: Its Measurement and

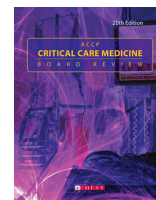
ACCP BOARD REVIEW eBOOKS

Pages can be purchased and road-blocked at \$75 net per thousand impressions*

*Impressions vary widely over the course of the year.

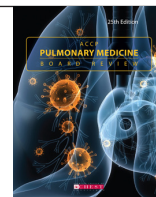
ACCP Critical Care Medicine Board Review: 20th Edition

Featuring review chapters on all the major topic areas from the ACCP Critical Care Medicine Board Review course. Visit cubr.chestpubs.org.



ACCP Pulmonary Medicine Board Review: 25th Edition

Featuring review chapters on all the major topic areas from the ACCP Pulmonary Medicine Board Review course. Visit pbr.chestpubs.org.



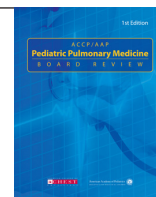
ACCP Sleep Medicine Board Review: 4th Edition

Featuring review chapters on all the major topic areas from the ACCP Sleep Medicine Board Review course. Visit smbr.chestpubs.org.



ACCP/AAP Pediatric Pulmonary Board Review: 1st Edition

Featuring review chapters on all the major topic areas from the ACCP/AAP Pediatric Pulmonary Medicine Board Review course. Visit ppmbr.chestpubs.org.



ACCP Member Demographics

DOMESTIC DISTRIBUTION

Alabama	311	Illinois	717	Nebraska	93	South Carolina	164
Alaska	19	Indiana	226	Nevada	61	South Dakota	24
Arizona	260	Iowa	114	New Hampshire	73	Tennessee	275
Arkansas	83	Kansas	125	New Jersey	765	Texas	791
A.F.E.	2	Kentucky	177	New Mexico	71	Utah	92
California	1,337	Louisiana	222	New York	1,371	Vermont	31
Colorado	195	Maine	93	North Carolina	373	Virginia	364
Connecticut	268	Maryland	330	North Dakota	31	Virgin Islands	1
Delaware	54	Massachusetts	455	Ohio	575	Washington	232
Washington D.C.	65	Michigan	440	Oklahoma	120	West Virginia	99
Florida	856	Minnesota	249	Oregon	110	Wisconsin	235
Georgia	345	Mississippi	93	Pennsylvania	817	Wyoming	14
Hawaii	54	Missouri	299	Puerto Rico	81		
Idaho	50	Montana	36	Rhode Island	61	TOTAL	14,399

INTERNATIONAL DISTRIBUTION

Albania	2	Egypt	51	Malta	2	South Korea	112
Angola	2	El Salvador	1	Mexico	93	Spain	95
Argentina	72	Estonia	1	Morocco	2	Sudan	6
Australia	147	Finland	15	Myanmar	6	Sweden	35
Austria	42	France	192	Nepal	6	Switzerland	98
Bangladesh	27	Germany	164	Netherlands	102	Syria	4
Barbados	4	Greece	95	Netherlands Antilles	3	Taiwan	95
Belgium	98	Guatemala	3	New Zealand	14	Thailand	37
Belize	1	Haiti	1	Nicaragua	3	Trinidad and Tobago	3
Bolivia	2	Honduras	3	Nigeria	11	Tunisia	2
Brazil	90	Hong Kong		Norway	26	Turkey	44
Brunei	1	Hungary	17	Oman	8	U.A.E.	19
Bulgaria	4	Iceland	3	Pakistan	22	U.K.	187
Cambodia	4	India	283	Panama	15	Uruguay	6
Canada	568	Indonesia	28	PR of China	187	Venezuela	17
Cape Verde	1	Iran	18	Peru	9	Vietnam	12
Cayman Islands	1	Iraq	4	Phillipines	100	Yemen	1
Chile	4	Ireland	50	Poland	16		
Columbia	16	Israel	50	Portugal	67		
Columbia	16	Italy	258	Qatar	8		
Costa Rica	17	Jamaica	4	Romania	65		
Croatia	2	Japan	696	Russia	1		
Cuba	4	Jordan	20	Saudi Arabia	94		
Cyprus	4	Kuwait		Serbia-Montenegro	6		
Czech Republic	21	Lebanon		Singapore	45		
Denmark	11	Lithuania	4	Slovak Republic	4		
Dominican Republic	12	Luxembourg	2	Slovenia	7		
Ecuador	9	Malaysia	31	South Africa	51	TOTAL	4,361

Market Research (360° Pulmonology Study)

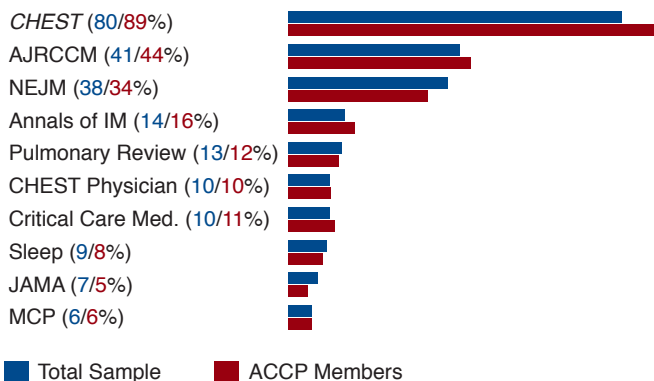
OBJECTIVES

To identify the publications pulmonologists consider to be essential and make an effort read, and to profile their reading behavior for these Essential publications.

METHODOLOGY

The Matalia Group conducted a direct mail survey among 750 pulmonologists selected randomly from the AMA. The Matalia Group had received 141 usable returns (19%).

ESSENTIAL PUBLICATIONS



ADVERTISING EXPOSURE LIKELIHOOD

ACCP MEMBERS/NON-MEMBERS (PERCENTAGE)



ACCP MEMBERS/NON-MEMBERS (INDIVIDUAL)

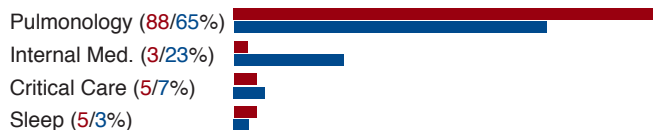


PRACTICE CERTIFICATION

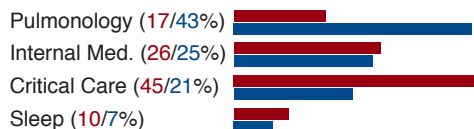


PRACTICE SPECIALTY

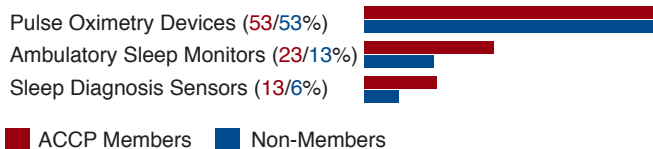
ACCP MEMBERS/NON-MEMBERS (PRIMARY)



ACCP MEMBERS/NON-MEMBERS (SECONDARY)



PRODUCT PURCHASE



SUPERVISE RESPIRATORY THERAPISTS

