



AMERICAN SOCIETY FOR  
BIOETHICS + HUMANITIES

# The ASBH Reader

## Advertising opportunity to reach professionals in ASBH publication

The *ASBH Reader* is the journal from the American Society for Bioethics and Humanities. Each issue of the *ASBH Reader* will feature a collection of previously published articles from ASBH partner journals as well as ASBH news.

In 2009, the *ASBH Reader* replaced our newsletter, the *ASBH Exchange*. Advertising in the *ASBH Reader* offers you exposure to more than 1,500 professionals representative in the fields of healthcare, consultation, philosophy, theology, history, literature, law, social work, and disciplines.

The *ASBH Reader* will be published two times per year, in the spring and fall. Please reserve your space now!

### Terms and Conditions

The American Society for Bioethics and Humanities publishes only those advertisements consistent with the society's goals and purposes.

### 2010 Schedule

<u>Issue</u>	<u>Ad Insertion Deadline</u>	<u>Ad Materials Deadline</u>	<u>Issue Mail Date</u>
Spring	February 9	February 16	March 4
Fall	September 23	September 27	October 13

\*No cancellations will be accepted after the space closing date.

### 2010 Display Rates

<u>Space</u>	<u>Member Rate</u>	<u>Non Member Rate</u>
Full Page.....(5.25" x 8.25")	\$900	\$1000
1/2 page (h)...(5.25" x 4.125")	\$550	\$650
1/2 page (v)...(2.625" x 8.25")	\$550	\$650
1/4 page.....(2.625" x 4.125")	\$300	\$400

The ASBH Reader dimensions are 5 1/2" x 8 1/2".

**Materials accepted:** Camera-ready artwork or velox - preferred; negatives, right-reading emulsion side down; 133-line screen - acceptable. \$50 per hour charge applies for non-camera ready artwork.

### Agency Commission

15% for accounts paid within 30 days.

### Reproduction Requirements

Printed sheet-fed offset. Saddle-stitched. 133-150 line screen required for halftones. Preferred materials—film negatives, right-reading, emulsion side down. Film positive and mechanical artwork are acceptable at additional cost. Advertising requiring typesetting or preparation must be received 10 days prior to the closing date. Composition, camera-work, and stripping will be billed at trade rates.

### Disposition of Reproduction Material

Reproduction materials will be held for 1 year from the date of the last insertion and then destroyed.

Contact: American Society for Bioethics and Humanities (ASBH)  
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