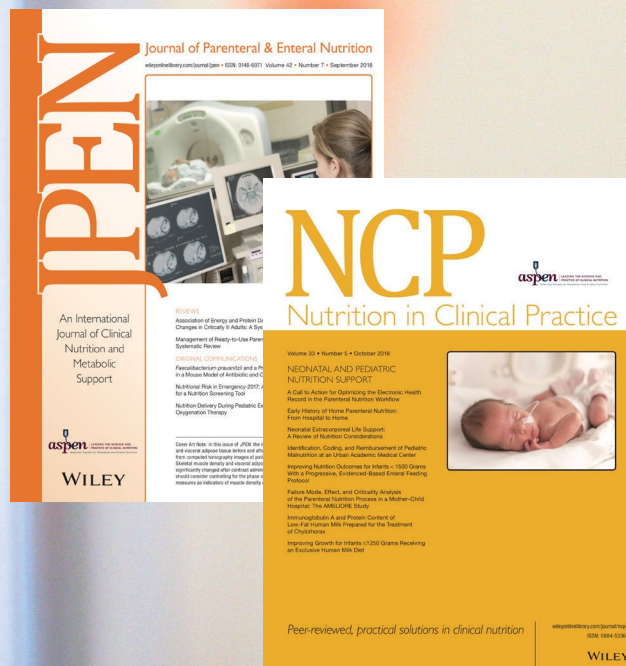


2020 Media Guide American Society for Parenteral and Enteral Nutrition





About Us

**TOTAL
MEMBERSHIP:**

6,500

TOP JOB TITLES:



Dietitians



Physicians



Pharmacists



Nurses



Nurse
Practitioners



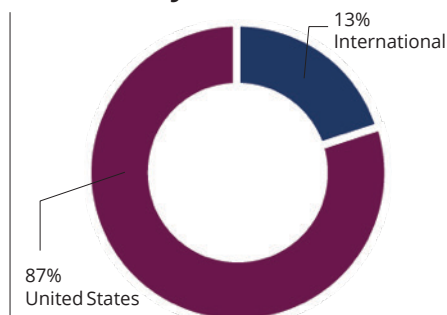
Physician
Assistants

The **American Society for Parenteral and Enteral**

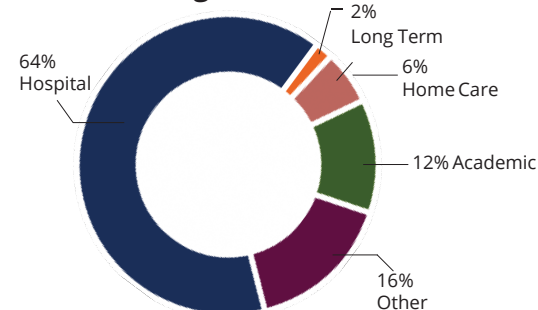
Nutrition (ASPEN) is dedicated to improving patient care by advancing the science and practice of clinical nutrition and metabolism. Founded in 1976, ASPEN is an interdisciplinary organization whose members are involved in the provision of clinical nutrition therapies, including parenteral and enteral nutrition. With more than 6,500 members from around the world, ASPEN is a community of dietitians, nurses, pharmacists, physicians, physician assistants, scientists, students and other health professionals from every facet of nutrition support clinical practice, research and education.

ASPEN publishes two highly respected journals, the ***Journal of Parenteral & Enteral Nutrition*** (JPEN) and ***Nutrition in Clinical Practice*** (NCP). The association's annual meeting, the ASPEN Nutrition Science & Practice Conference, is the premier forum for exploring clinical nutrition and metabolism. ASPEN also publishes a variety of resources to promote safe, efficacious patient care, including guidelines, standards, books and continuing education resources.

Where they are located



Work Setting



Our Journals

***Journal of Parenteral & Enteral Nutrition* (JPEN)**

is the premier scientific journal of nutrition and metabolic support. It publishes original peer reviewed studies that define the cutting edge of basic and clinical research in the field. In addition to original research articles, JPEN publishes reviews, tutorials, case reports and commentaries. JPEN is indexed by the following: PubMed, BIOSIS, Current Contents, Excerpta Medica, Reference Update, Research Alert, SciSearch, Silver Platter, and UMI.



EDITOR-IN-CHIEF:

Kelly A. Tappenden, PhD, RD

Chicago, IL, USA

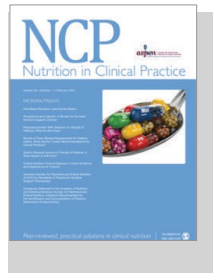
Print Circulation: 5,893 Paid

2018 Impact Factor: 4.109

ISI Journal Citation Reports® Ranking: 2018: 18/86
(Nutrition & Dietetics)

FREQUENCY: 8 times/year

***Nutrition in Clinical Practice* (NCP)** is a peer-reviewed, interdisciplinary journal on the scientific basis and clinical applications of nutrition support. NCP publishes comprehensive reviews, clinical research, case observations and commentaries written by experts and practitioners in the field of clinical nutrition. NCP is indexed by PubMed (MEDLINE), Cumulative Index to Nursing and Allied Health Literature, International Nursing Index, International Pharmaceutical Index, Reference Update, Silver Platter, TOXLINE, and UMI.



EDITOR-IN-CHIEF:

Jeanette M. Hasse, PhD, RD, FADA, CNSC

Dallas, TX, USA

Print Circulation: 5,528 Paid

2018 Impact Factor: 2.587

ISI Journal Citation Reports® Ranking: 2018: 52/86
(Nutrition & Dietetics)

FREQUENCY: 6 times/year

Print Advertising Closing Dates

JPEN Deadlines (8 times/yr.)

	JAN	FEB	MAR	MAY	JUL	AUG	SEP	NOV
Volume/ Issue	44:1	44:2	44:3	44:4	44:5	44:6	44:7	44:8
Space reservation due	12/18/19	1/16/20	2/17/20	4/16/20	6/17/20	7/16/20	8/17/20	10/19/20
Materials due:	12/24/19	1/23/20	2/24/20	4/23/20	6/24/20	7/23/20	8/24/20	10/26/20
Inserts due:	01/01/20	1/30/20	2/29/20	4/30/20	7/01/20	7/30/20	8/31/20	10/31/20

NCP Deadlines (6 times/yr.)

	FEB	APR	JUN	AUG	OCT	DEC
Volume/ Issue	35:1	35:2	35:3	35:4	35:5	35:6
Space reservation due:	12/17/19	2/14/20	4/16/20	6/16/20	8/17/20	10/19/20
Materials due:	12/24/19	2/21/20	4/23/20	6/23/20	8/24/20	10/26/20
Inserts due:	12/31/19	2/28/20	4/30/20	6/30/20	8/31/20	10/31/20

2020 Special Events and Opportunities

ASPEN 2020 Nutrition Science & Practice Conference

March 28–31, 2020

Tampa, FL

JPEN Issue: February

NCP Issue: February

Extend Your Advertising Reach:

Inserts:

Bound inserts, loose inserts, gate-folds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips:

An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands:

Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts:

Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

*Please contact your representative for pricing and details on any of these options. **A sample must be submitted to the publisher for approval.***

2020 Print Advertising Rates

B&W Display and Classified Rates:

	1x	3x	6x	12x	24x
Full page	\$3,085	\$3,025	\$2,630	\$2,500	\$2,250
Half page	\$2,470	\$2,420	\$2,105	\$2,000	\$1,800
Quarter page	\$1,480	\$1,480	\$1,265	\$1,200	\$1,080

Color Display Rates:

4-Color charge (in addition to B&W rate above)	\$1,870.00
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Cover and Preferred Position Rates (non-cancelable) :

Inside Front Cover	Earned B&W rate + 35%
Inside Back Cover	Earned B&W rate + 25%
Back Cover	Earned B&W rate + 50%
Facing Table Of Contents	Earned B&W rate + 30%
Facing First Text Page	Earned B&W rate + 25%
Other Specified Positions	Earned B&W rate + 15%

Contact **MJ Drown** at
mdrawn@wiley.com or
781-388-8341, to learn how to
 deliver your product and services
 directly into the hands of
 this select audience!

Terms & Conditions:

Rates based on total number of ads placed during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned frequency rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

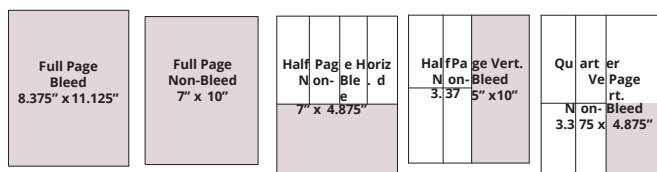
Payment Terms: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

Agency Commission: 15%

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Print Advertising Specifications

	Non-Bleed	Bleed
Full page	7"w x 10"h	8.5"w x 11.125"h
Half page horizontal	7"w x 4.875"h	
Half page vertical	3.375"w x 10"h	
Quarter page vertical	3.375"w x 4.875"h	
Two-page spread	16.75"w x 11.125"h	



Trim size: 8.25" x 10.875"

Live matter: 0.25" from trim

Line screen: 133-150

Post-publication rate changes will not be accepted.

Changes in frequency must be applied to future insertions.

General Instructions

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is 300 dpi for color or gray scale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 0.125" minimum bleed is required on all sides.

Proof Instructions

Color Ads: An identifiable SWOP-certified proof (Specifications Web Offset Publications — www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction

of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

B&W Ads: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

Bind-In Cards And Inserts

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 0.125" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 0.375" from gutter. All live copy should be no closer than ¼" from the trim. For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

Postal Requirements Of Business Reply Cards

Final size of all BRCs must be 4.25" x 6".

Minimum paper weight is 7 pt. Recommended stock is 75# hi-bulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Digital Advertising Offerings

Online Advertising Rates

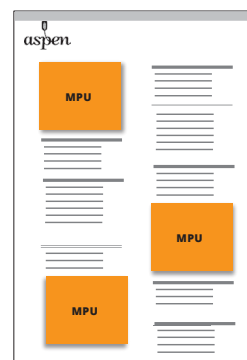
Ad Size	Dimensions	2020 Prices
Leaderboard	728 x 90 pixels	\$75 CPM
MPU	300 x 250 pixels	\$75 CPM

Banner Ad Specifications

- Acceptable file formats: GIF, Animated GIF, JPG, PNG
- Maximum banner size: 200 KB
- All artwork is subject to review by publisher prior to placement.
- Third party ad tags accepted

MPU Ad Specifications

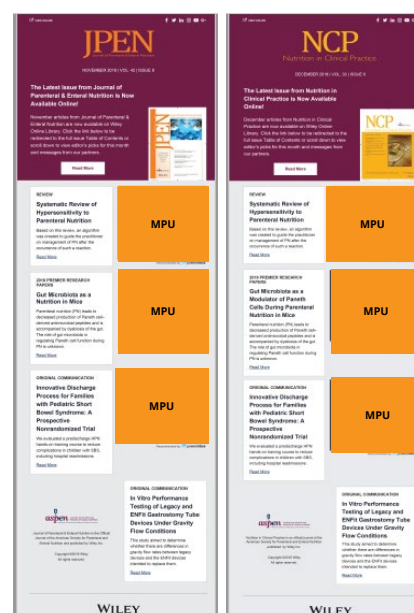
- Acceptable file formats: DoubleClick Tags, GIF, JPG, & PNG
- Maximum banner size: 200 KB
- All artwork is subject to review by publisher prior to placement.
- Third party ad tags accepted



Monthly E-Issue Alerts

- **New!** E-Issue Alerts ~ a mobile optimized news brief announcing the new issue and top article highlights.
- Deployed monthly (per journal schedule) to **ASPEN members and journal readers.**
- (3) MPU units available. Advertiser may sponsor a single MPU or all (3) for multiple creative/products.

For more information about digital opportunities such as monthly e-Issue alerts, please contact MJ Drewn at mdrewn@wiley.com or 781-388-8341



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