

# AVIATION, SPACE, AND ENVIRONMENTAL MEDICINE

JOURNAL OF THE AEROSPACE MEDICAL ASSOCIATION

2010



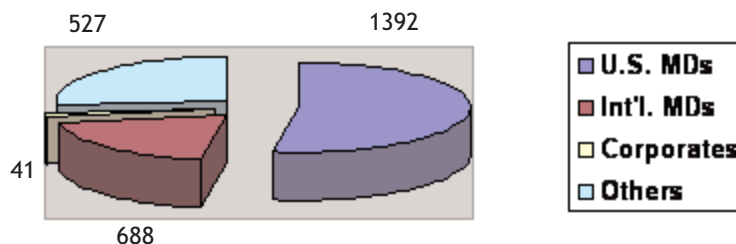
## AEROSPACE MEDICAL ASSOCIATION

*The International Leader in Aviation, Space and Environmental Medicine*  
**Now in our 81st year!**

The Aerospace Medical Association (AsMA) is a non-profit organization of **physicians, physiologists, psychologists, nurses, human factors specialists, students and technicians** and others working to solve the problems of human existence in threatening environments on or beneath the Earth or sea, in the air, or in outer space. Since its founding in **1929**, the efforts of AsMA members have led to pressurized aircraft, oxygen systems, aeromedical evacuation, fire-retardant interiors, ejection seats, airline medical kits and many other innovations. Contributions by members of AsMA are found wherever men and women dare to go.

AsMA members can be found, often in **high-ranking capacity**, working for the various **medical and research** divisions of **NASA, FAA, DOT, DOD, the military, major commercial airlines**, and many other public and private organizations.

**By advertising in Aviation, Space & Environmental Medicine, you are promoting your goods and services to the most influential group of medical officials in the aerospace field, worldwide.**



**Total AsMA Membership: 2648; Total M.D.s: 1919**

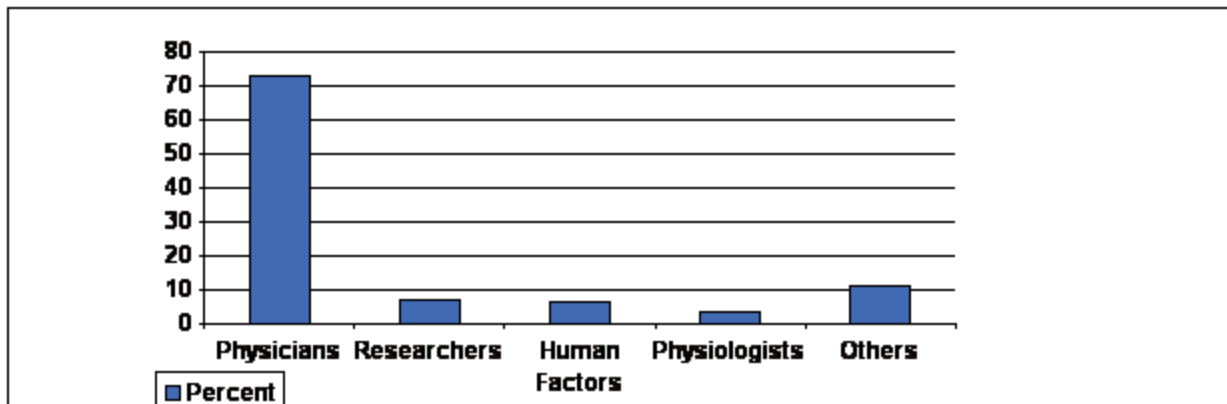
The Herlitz Company, Attn: Kris Herlitz  
1890 Palmer Ave., Ste. 202-A, Larchmont, NY 10538  
Phone: (914) 833-1979; Fax: (914) 833-0929; email: kris@herlitz.com; www.herlitz.com



Entering its **81st year** in publication, *Aviation, Space & Environmental Medicine* is a peer-reviewed monthly publication. The original scientific articles in this journal provide the latest available information on investigations into such areas as: Human performance, cabin air quality, motion sickness, traveler's thrombosis, space tourism, fatigue, jet lag, psychological stress of flight and duty, health maintenance of pilots, motion sickness, increased or decreased gravitational forces, thermal stresses, pilot vision, circadian rhythms, artificial environments, predictors of success, human factors engineering, and clinical care. This journal also provides teaching material and reviews for health care professionals.

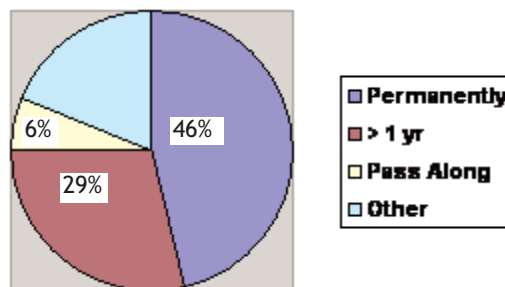
Qualified Circulation	2,200 Readers
Paid Circulation (subscribers)	440 Readers
Total Circulation	2,640 Readers

## Readership Breakdown by Profession (based on 2006 Readership Survey)



Physicians = 73.0%; Researchers = 7%; Human Factors = 6%; Physiologists = 3%; Others (Psychologists, nurses, technicians, ophthalmologists, students) = 11.0%.

## Journal Retention





**March is the 81st Meeting Program/Abstracts Issue.  
December is the Index Issue.**

## ADVERTISING RATES

B&W	1x	3x	6x	12x
Cover IV	\$1050	\$1000	\$940	\$860
Covers II, III	\$950	\$900	\$860	\$780
Full page	790	750	720	680
2/3 page	710	680	660	620
1/2 page	610	570	530	500
1/3 page	480	450	440	410
1/4 page	345	330	320	300
1/6 page	260	250	240	230

**For Full-Page Ads Only:** Four color = \$950 extra; Second color = \$400 extra;  
Matched color = \$575 extra.

**10% Corporate Membership discount; 15% Agency discount available.**

## ADVERTISING DIMENSIONS (IN INCHES) & SPECIFICATIONS

Full page	7 x 10	1/3 page vertical	2 1/4 x 10
2/3 page	4 5/8 x 10	1/3 page horizontal	4 5/8 x 4 7/8
1/2 page vertical	3 1/2 x 10	1/4 page	3 1/2 x 4 7/8
1/2 page horizontal	7 x 4 7/8	1/6 page	2 1/4 x 4 7/8

**Trim size = 8 1/4 x 11. Bleed pages = 9 x 11 1/2 with usable area = 7 3/4 x 10 1/4.**

For information on electronic submission of ad material, please contact The Herlitz Company, Or log on to:

[http://dx.sheridan.com/tsp\\_procedures/index.php?&direction=0&order=&directory=public\\_downloads/General\\_Guidelines/Digital\\_Ads](http://dx.sheridan.com/tsp_procedures/index.php?&direction=0&order=&directory=public_downloads/General_Guidelines/Digital_Ads)

Advertisers may furnish one-piece camera-ready copy.

**The Deadline for Ad Space/Copy is on or about the 10th of each month, 2 months prior to publication.**

The Herlitz Company, Attn: Kris Herlitz  
1890 Palmer Ave., Ste. 202-A, Larchmont, NY 10538

Phone: (914) 833-1979; Fax: (914) 833-0929; email: [kris@herlitz.com](mailto:kris@herlitz.com); [www.herlitz.com](http://www.herlitz.com)

# AVIATION, SPACE, AND ENVIRONMENTAL MEDICINE

JOURNAL OF THE AEROSPACE MEDICAL ASSOCIATION  
Now in our 81st year!

2010



## ISSUE (Please check appropriate monthly issue[s])

January       February       March       April  
 May       June       July       August  
 September       October       November       December

Size/color: \_\_\_\_\_  
Agency discount: \_\_\_\_\_  
Net cost per issue: \_\_\_\_\_  
Total cost: \_\_\_\_\_

Gross cost per issue: \_\_\_\_\_  
Corporate discount: \_\_\_\_\_  
x Number of issues \_\_\_\_\_

## ADVERTISER

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_

City: \_\_\_\_\_  
Country: \_\_\_\_\_ State: \_\_\_\_\_

Postal code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## AGENCY

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_

City: \_\_\_\_\_  
Country: \_\_\_\_\_ State: \_\_\_\_\_

Postal code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Method of payment (please check one):

Money order     Check  
 Credit Card

Full name of person signing (please print): \_\_\_\_\_  
Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax and mail your completed space contract to The Herlitz Company (914) 833-0929.  
Refer to other side for contract conditions.



## ADVERTISING SPACE CONTRACT CONDITIONS

### I. FINANCIAL CONDITIONS

- 1.) Terms. Payment will be made within 30 days to The Herlitz company. The Advertiser or its Agency agree to pay The Herlitz Company for advertising services rendered by the Publisher. The Publisher need not be a party to any suit to collect monies owed under this agreement.
- 2.) A tearsheet will accompany each invoice. One complimentary publication copy is available upon request of advertiser or its agency. Additional requested copies will be charged to the advertiser or agency at the publication's single copy subscription or newsstand rate.
- 3.) No Payment within 60 Days. If an account is not paid within 60 days, then a) ads for the account will not be run; b) the account will be referred to the principal client and the advertiser or its agency loses its discount; c) accounts not paid within 90 days subject to legal action; d) the account will be deemed as having poor credit history.
- 4.) The Herlitz company reserves the right to require payment in advance for companies with poor credit history.
- 5.) Confession of Judgment. The advertiser or its agency authorize irrevocably any attorney at law to appear in any court of record in the State of New York or in any other state in the United States after the above obligation becomes due and waive the issuing and service of process, and confess a judgment against the advertiser or its agency in favor of The Herlitz Company for the amount of space contract, together with costs of suit and thereupon to release all errors and waive all right of appeal in the event the provision immediately above in the paragraph is held to be unenforceable by a court and thus the advertiser or its agency and The Herlitz Company proceed to trial: the advertiser or its agency hereby knowingly, voluntarily and intentionally waives the right either it or its successors, personal representatives or assigns may have to a trial by jury in respect of any litigation based hereon, or arising out of, under or in connection with this agreement and any agreements contemplated thereby to be executed, in conjunction therewith or in conjunction with any course of conduct, course of dealing, statements (whether verbal or written) or actions of the parties. The provision is a material inducement for representative entering into this agreement.
- 6.) All advertising is subject to publisher's approval.
- 7.) Governing Law and Forum. The terms of the Financial Conditions Portion of this Agreement shall be governed exclusively by the Laws of the State of New York. Any dispute arising from the Financial Conditions Portion of this Agreement, including a suit to collect monies owed, shall be resolved only in the Courts and regulatory agencies of or in the State of New York. The Advertiser and its agency will submit to the jurisdiction of the Courts of New York.

### II. PLACEMENT CONDITIONS

- 1.) Positioning of display ads is determined by publisher, except where a special position is purchased.
- 2.) Cancellations are accepted with written notice only and only prior to space deadline.
- 3.) Advertisers will be short-rated if they do not fulfill the number of insertions with a twelve-month period based upon billings.
- 4.) Previous ads for multiple insertion contracts will be repeated if new ad copy is not received by the ad copy deadline.
- 5.) Publisher will not be bound by any conditions appearing on insertion orders conflicting with provisions of specs and rate sheets.
- 6.) Advertiser or its agency agree to indemnify, defend and save the publisher from and against any claims for design, patent or copy infringement, libel, violation of right of privacy.
- 7.) Publisher liability on account of errors in or omissions of such advertising, shall in no event exceed the amount of charges for the advertising which was omitted, or in which the error occurred in the then current issue.
- 8.) If any term or provision hereof is illegal, it will be severable here from and all remaining provisions will remain full force and effect.