

Aviation, Space, and Environmental Medicine

The Official Journal of the
Aerospace Medical Association

2012 ADVERTISING AND MEDIA KIT

The Herlitz Company

Attn: Kris Herlitz

1890 Palmer Ave., Ste. 202-A

Larchmont, NY 10538

Phone: (914) 833-1979; Fax: (914) 833-0929;

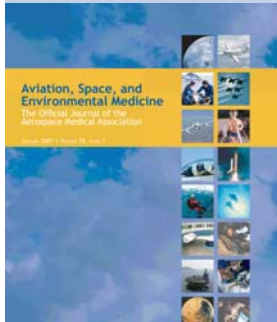
email: kris@herlitz.com; www.herlitz.com



AVIATION, SPACE, AND ENVIRONMENTAL MEDICINE

2012

JOURNAL OF THE AEROSPACE MEDICAL ASSOCIATION



AEROSPACE MEDICAL ASSOCIATION

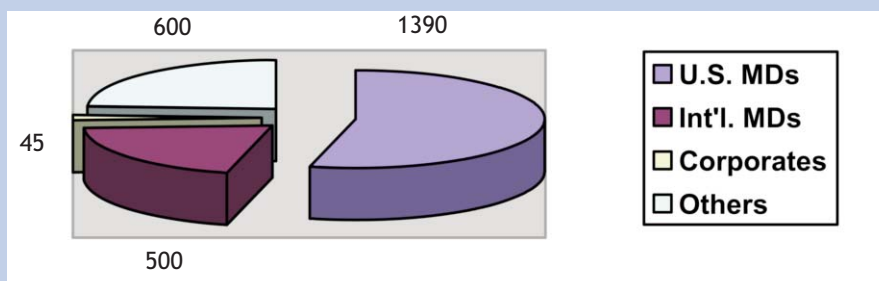
The International Leader in Aviation, Space and Environmental Medicine

Now in our 83rd year!

The Aerospace Medical Association (AsMA) is a non-profit organization. Our members are **physicians, physiologists, psychologists, human factors specialists, nurses, students, residents, 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: 2535; Total M.D.s: 1890

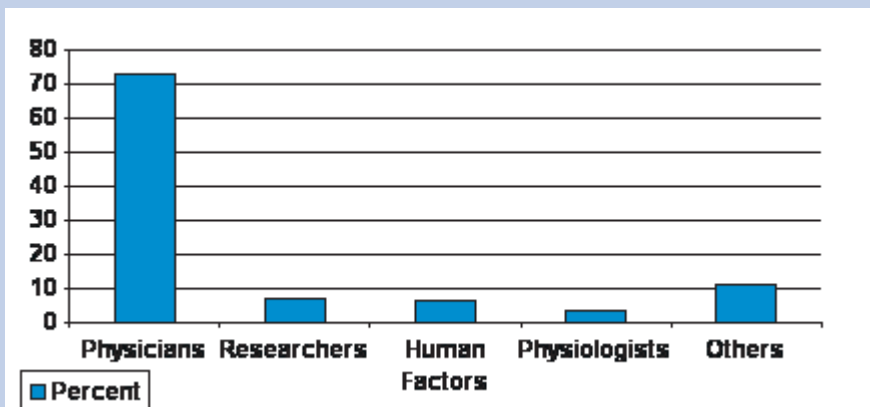
The Herlitz Company, Attn: Kris Herlitz
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Phone: (914) 833-1979; Fax: (914) 833-0929; email: kris@herlitz.com; www.herlitz.com

Entering its **83rd 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, increased or decreased gravitational forces, thermal stresses, pilot vision, circadian rhythms, artificial environments, predictors of success, human factors engineering, and clinical care.

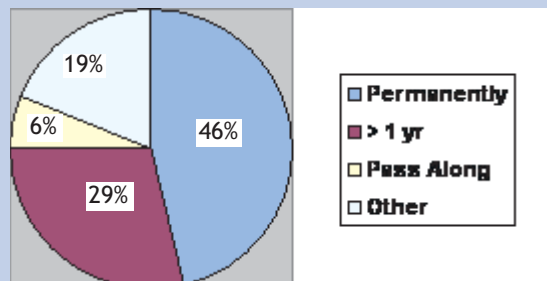
This journal also provides teaching material and reviews for health care professionals.

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 (based on 2006 Readership Survey)



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TRY THIS! Web Advertising Opportunities!

We are now offering advertising space on our journal website.

Aviation, Space and Environmental Medicine ranks in the top 20 journals downloaded from IngentaConnect every month out of more than 13,530 titles.

There are three positions available and they can run on the title home page, table of contents and abstract pages. For less than the cost of print ad for one month, you can have your company information available online to readers 24/7/365!

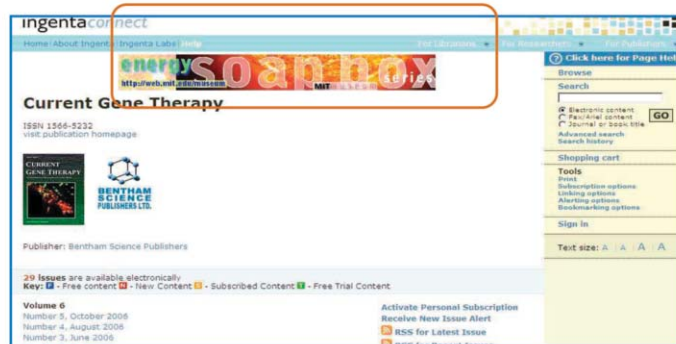
Option 1:

468 x 60 pixel

Horizontal Banner

centred at the top of the page beneath the blue menu bar but above the page content.

\$1200 per year*



Option 2:

120 x 600 pixel

Skyscraper

to the immediate left of the right-hand navigation bar, next to page content.

\$1200 per year*



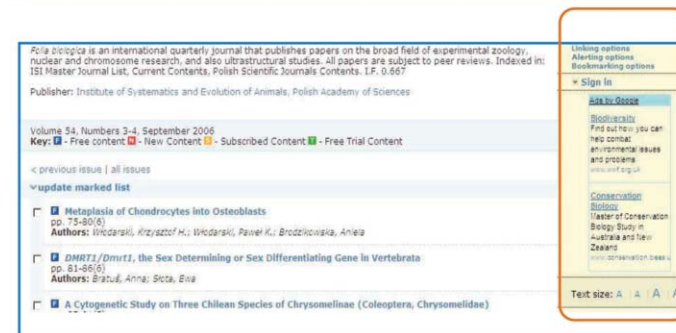
Option 3:

120 x 240 pixel

Vertical Banner

in right-hand navigation bar.

\$900 per year*





ONLINE AD TYPE: (Please check appropriate ad type[s])

Horizontal Banner Skyscraper Vertical Banner

Size (in pixels): _____ *Net cost per position: _____
*(online ads are non-commissionable)

Corporate discount: _____

Total cost: _____

Electronic Ad Submission Requirements

Preferred Program: Send via e-mail as a gif file to kris@herlitz.com. URL must be included with submissions.

Online Banner Ad and Skyscraper Specifications and Mechanical Requirements

- Horizontal Position Banner Screen Size: 468 pixels wide x 60 pixels high
- Skyscraper Position Screen Size: 120 pixels wide x 600 pixels high
- Vertical Position Banner Screen Size: 120 pixels wide x 240 pixels high
- File Format: interlaced nontransparent gif
- File Size: 100K maximum

ADVERTISER

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____ State: _____

Postal code: _____ Country: _____

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 email your completed online space contract to marketing@herlitz.com or fax to The Herlitz Company at 914-833-0929 or by mail to the address below.

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**March is the 83rd Meeting Abstracts Issue.
December is the Index Issue.**

ADVERTISING RATES

<u>B&W</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>12x</u>
Cover IV	\$1155	\$1100	\$1035	\$945
Covers II, III	\$1045	\$990	\$945	\$860
Full page	870	825	790	750
2/3 page	780	750	725	680
1/2 page	670	630	585	550
1/3 page	530	495	485	460
1/4 page	380	365	350	330
1/6 page	285	275	265	255

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

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.

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Now in our 83rd year!



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.
Contract conditions are included on a separate page.

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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.