

Sleep Review®

THE JOURNAL FOR SLEEP SPECIALISTS

connecting sleep medicine device and service providers to sleep professionals



2012 MEDIA SOLUTIONS

OUR MISSION

Sleep Review: The Journal for Sleep Specialists connects professionals specializing in sleep-related disorders to sleep medicine device and service companies via social networks, mobile devices, unique web sites, email newsletters, and monthly print publications, featuring clinical, regulatory, and business-management expertise needed to thrive in today's sleep medicine market. We are unique in the marketplace because the brand combines information about all aspects of sleep medicine in order to effectively inform sleep professionals about the rapidly growing field of diagnosing and treating sleep disorders.



overview
 circulation
 research
 content
 diverse platforms
 rates & mech
 contacts

COMPREHENSIVE MARKETING SOLUTIONS



POWERFUL REACH

Sleep Review is delivered to a focused, targeted circulation of 20,500, BPA-audited sleep medicine professionals.*That means your message reaches a powerful sleep-only focused circulation—no others, no waste. *Sleep Review's* subscribers are active...with the power to make quick decisions: 94% of *Sleep Review* subscribers took action after seeing an advertisement in *Sleep Review*.**

*Source: BPA Worldwide Circulation Statement June 2011

***Sleep Review AdPlus™ Profile Report, conducted by Paramount Research 2010*

POWERFUL CONTENT

Covering the professional sleep market, *Sleep Review* delivers sleep professionals the smart content needed to be successful in a dynamic and growing industry. In each issue, *Sleep Review* delivers regulatory insights, business intelligence, and product and technology innovations. Whether it is our print magazine, online, or direct e-newsletters, *Sleep Review's* editorial team, expert authors, and editorial board provide the smart, essential information sleep professionals need to be successful.

POWERFUL RESULTS

More than ever, the success of reaching decision-makers greatly depends on creating and developing integrated marketing approaches. *Sleep Review* has created a platform that allows innovative marketers the ability to leverage print, online, e-newsletter, and interactive opportunities to maximize marketing dollars, create branding-powered programs, and ultimately influence purchase decisions.

DEMOGRAPHICS

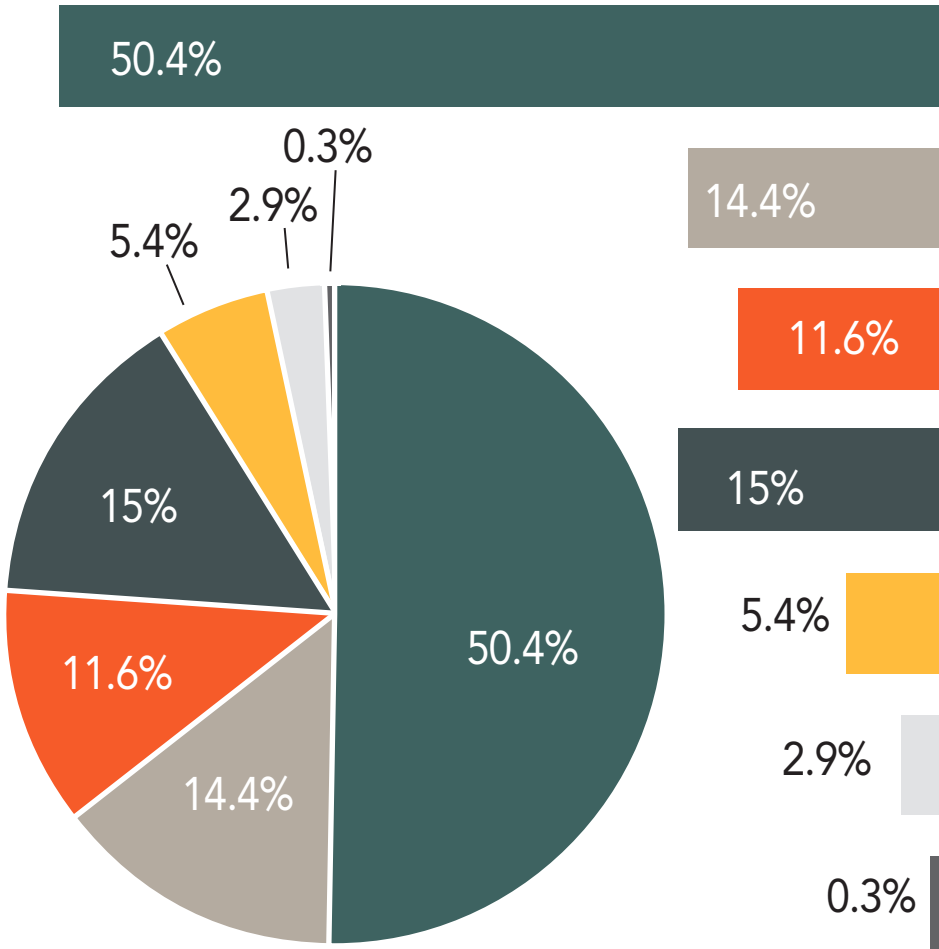


20,500

sleep medicine professionals subscribe monthly to *Sleep Review*.*

10,327

subscribers are sleep physicians (MD, DO, boarded fellow ABSM), pulmonologists, and neurologists.*



- Sleep Physician (MD, DO, Boarded Fellow ABSM), Pulmonologist, Neurologist
- Sleep Director/Supervisor/Manager
- Reg Polysomnographic Technologist (RPSGT), Sleep Technician (BRPT-eligible)
- Respiratory Care Practitioner/Director/Supervisor/Manager, RRT/CRT
- R.EEGT/R.EPT/R.EDT, Sleep Educator, Home Care Sleep Provider, Clinical/Sleep Lab Coordinator
- Dentists
- Others Allied to the field

* BPA Worldwide Circulation Statement, June 2011

FOCUSED REACH



RESEARCH PROGRAMS

ADPLUS ADVERTISING EFFECTIVENESS STUDIES

Sleep Review offers powerful research conducted by Paramount Research. This yearly AdPlus study provides insights into the effectiveness of your advertising creative and how readers are responding to your marketing message. The study includes advertiser-specific perception data, competitive comparisons, and reader reactions and actions. **This research is FREE to advertisers who run a display ad program in the July/August, September and October issues.**

CUSTOM AND PROPRIETARY RESEARCH

Sleep Review will customize any research for your company to fit your needs and budget. Evaluate the success of a newly released product, provide audience feedback to your team members, or gauge the receptivity of a new program; whatever it is, *Sleep Review* is here to help.

“Sleep Review is easy to read and is readily available when it is convenient for me.”

—Patty Paisley
Bemis Home Oxygen Service

“There are always great interviews often with leaders in our field, and I enjoy the writing style. Sleep Review is also very effective and an easy to read magazine.”

—Michael Simmons
Dr. Simmons Office

“I enjoy reading Sleep Review because it is helpful as a peer perspective to the sleep industry and the changes that constantly take place.”

—Rebecca Billings
Mignone Piedmont Sleep at Greensboro

“Sleep Review helps keep me educated on different aspects of sleep that I may not have had the knowledge of or things that I forgot was possible.”

—Yvette Wallace
Robinson Memorial Hospital

- overview
- circulation
- research
- content
- diverse platforms
- rates & mech
- contacts

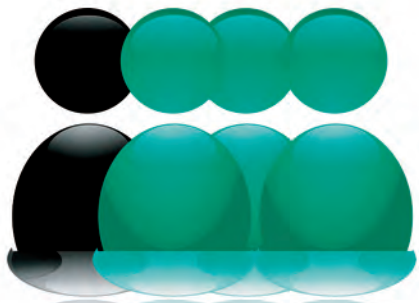
EFFECTIVE INSIGHT



**7 out of 10
industry professionals**

who receive *Sleep Review* have taken action (visited an advertiser's Web site, discussed an ad with someone, requested more vendor information, etc) after reading advertisements in *Sleep Review*.*

* AdPlus Research, 2010



**3 out of 4
industry professionals**

who receive *Sleep Review* indicated that the *Sleep Review* buyer's guide is useful to them throughout the year.*

* AdPlus Research, 2010

- overview
- circulation
- research**
- content
- diverse platforms
- rates & mech
- contacts

CONTENT REIGNS

SLEEP REVIEW

Sleep Review connects professionals specializing in sleep-related disorders to sleep medicine device and service companies via social networks, mobile devices, unique web sites, email newsletters, and monthly print publications, featuring clinical, regulatory, and business-management expertise needed to thrive in today's sleep medicine market. We are unique in the marketplace because the brand combines information about all aspects of sleep medicine in order to effectively inform sleep professionals about the rapidly growing field of diagnosing and treating sleep disorders.

MEET THE EDITOR

Sleep medicine professionals are tasked with managing complex patients in a rapidly changing business landscape. Staying at the pinnacle of one's practice requires understanding new clinical techniques, products, and practice management strategies. Gathering the new information that shapes sleep medicine and presenting it in a quick and easy-to-read format is what I do. As a social media enthusiast, my goal is to not only present information but to give readers, product manufacturers, and service companies the opportunity to interact and discuss how best to care for the patients they serve.



IN-DEPTH DEPARTMENTS

Sleep Apnea Therapy
Explores research, clinical developments and treatment options related to sleep apnea.

Diagnostics
Reviews equipment, education, and policy issues related to polysomnography.

Business Strategies
Solutions for running a successful sleep laboratory.

ANNUAL BUYER'S GUIDE

The guide is published in May and hosted throughout the year at sleepreviewmag.com. The *Sleep Review* annual Buyer's Guide summarizes and highlights the companies serving the sleep market. This is a resource that purchasing decision-makers refer to throughout the year.

BEST OF 2012

Let the rest of the professional sleep industry know how you are redefining best practices and helping to advance the sleep industry. Receive national recognition in the pages of the April 2012 issue of *Sleep Review*, as well as the opportunity to demonstrate your leadership to your patients through article reprints, signage and more.



This distinctive print supplement section in the April 2012 issue of *Sleep Review* will also be archived on the Web site for 12 full months.

“My goal is to not only present information but to give readers, product manufacturers, and service companies the opportunity to interact and discuss how best to care for the patients they serve.”

Frank Holman, Sleep Review Editor



overview
circulation
research
content
diverse platforms
rates & mech
contacts

CUSTOM MARKETING

HIGH-IMPACT CUSTOM SOLUTIONS

Build awareness of your company, products, and/or services with high-impact print opportunities, such as:

Inserts

Supplements

Bellybands

Printed Polybags

Cover Tips

Gatefold Covers

Sleep Review is a part of Allied Media, a premier custom publishing company, responsible for producing more than 1,464,000 pieces in 2010 alone.

[PROGRAM FEATURES]

- High quality custom pieces that can be specialized to your requirements
- Distribution to our subscriber audience and inclusion in bonus distributions
- Print as many or as few copies as you need and even use the pieces across brands



overview
circulation
research
content
diverse platforms
rates & mech
contacts

[JAN/FEB]

[MARCH]

[APRIL]



[MAY]

[JUNE]

[JUL/AUG]

[SEP]

[OCT]

[NOV]

[DEC]

Product & Service Trends	Actigraphy	Accreditation	Electrodes, Monitors, Sensors	Buyer's Guide	Accreditation	Education	Home Testing	Oral Appliances	PSG	Product Guide
Tech Focus	Home Testing	Software	Pulse Oximetry		Oral Appliances	CPAP Masks	PSG	Electrodes, Monitors, Sensors	CPAP Machines	
Sleep Apnea Therapy	Oral Appliances	CPAP	Oral Appliances		CPAP Accessories	Oral Appliances	OSA Treatment	OSA Treatment	OSA Treatment	
Diagnostics	PSG	Home Testing	Scoring		PSG	Home Testing	PSG	PSG	Home Testing	
Business Strategies	Management & Training	Sleep Center Survey Results	Reimbursement		Management & Training	Contracts	State of the Industry Report	Recruitment	Staffing	
Clinical, Technological Trends	Neurostimulation	Expiratory Positive Airway Pressure	Insomnia, RLS, Narcolepsy		Sleep in America	Narcolepsy	RLS	Fatigue & Insomnia	Drowsy Driving	
Show Distribution	FOCUS Nashville, TN MAY 10-12 ATS San Francisco, CA MAY 18-23			APSS Boston, MA JUN 9-13			AARC New Orleans, LA NOV 10-13			
Advertiser Benefits						AdPlus™ Study	AdPlus™ Study	AdPlus™ Study		
Ad Space Close	1.10.11	2.10.12	3.14.12	4.11.12	5.8.12	7.11.12	8.15.12	9.14.12	10.15.12	11.12.12
Ad Material Due	1.18.12	2.20.12	3.22.12	4.19.12	5.16.12	7.19.12	8.23.12	9.24.12	10.22.12	11.20.12

Stay up to date with *Sleep Review*. All of our platforms are constantly updated, including *Sleep Review's* website, Facebook, and Twitter page.

EXPANDING MARKETS

The *Sleep Review* brand helps you connect with thousands of sleep medicine professionals each month:

Average Monthly Users: 45,190

Sleep Report E-newsletter Exposure: 87,331*



Targeted Circulation: 20,500**



The *Sleep Review* brand showcases your products and services to more than

153,021

buying prospects per month



- overview
- circulation
- research
- content
- diverse platforms
- rates & mech
- contacts

* Stormpost Distribution Data, August 2011

** BPA Worldwide Circulation Statement, June 2011

ENCOMPASSING GLOBAL PLATFORM

SLEEPREVIEWMAG.COM

Sleep Review's Web site takes our audience beyond the borders of print to offer expanded and exclusive Web content. From interactive forums and dedicated communities to weekly e-newsletters, our online products further solidify our commitment to our audience. *Sleep Review's* worldwide audience makes the Web site a truly global platform. Below, you will find a listing of some of the creative ad units available on our Web site that offer high-impact branding opportunities for advertisers to help you increase your market share by reaching *Sleep Review's* audience—your customers—around the world.

1 LEAD BANNER

728 x 90: Premium size ad unit providing maximum visibility. Built into horizontal navigation bar.

2 TOWER

160 x 600: Positioned along content action links.

3 ROADBLOCK

336 x 280: Positioned above the fold and wrapped in content for high-impact visibility.

4 BOTTOM BANNER

468 x 60: Positioned along the bottom of the page.

5 PAGE PEEL

500 x 500 plus 75 x 75 (corner preview): Upper right corner banner that peels back with mouse rollover revealing high-impact branding message.

6 INTERSTITIAL

640 x 480: Complete home page take-over at user's first point of site entry.

7 ROLLOVER TOWER, BANNER, ROADBLOCK

Various rollover ads are available in the following sizes

Tower: 160 x 600

Banner: 728 x 90

Roadblock: 336 x 280

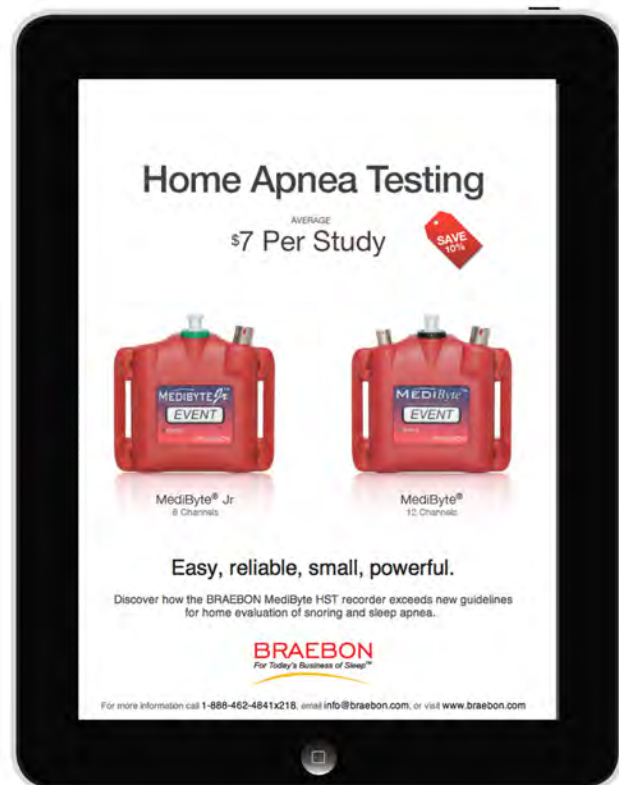


- overview
- circulation
- research
- content
- diverse platforms**
- rates & mech
- contacts

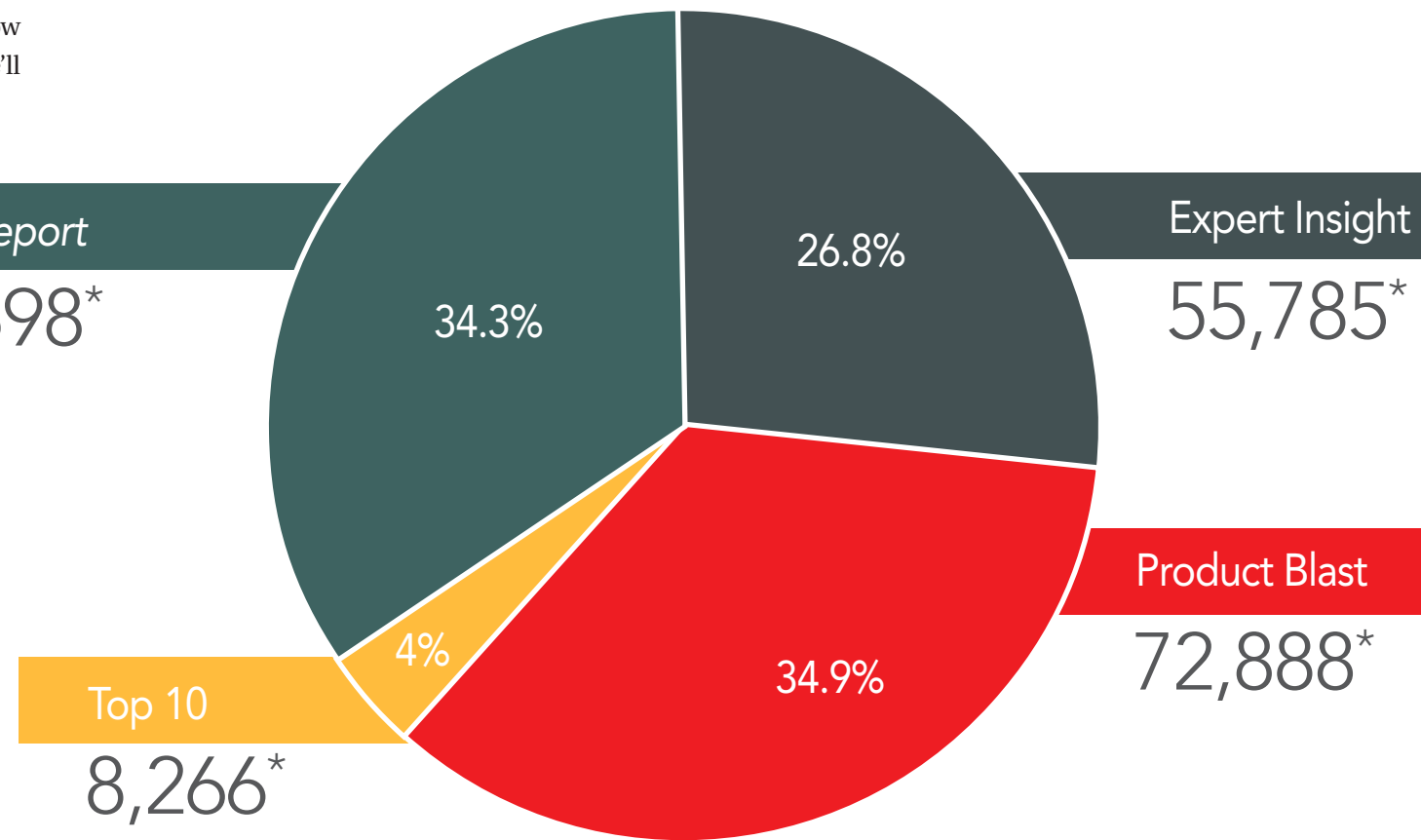
VERSATILE E-BLASTS

E-BLASTS

Do you want the benefit of a snail mail piece, but with instant gratification? Purchase an e-blast (electronic direct mail) to announce breaking news, a new product release, or to tell prospects where to find you at an upcoming trade show to garner more traffic. Simply provide *Sleep Review* with your materials, and we'll deploy an e-blast to our list of qualified sleep professionals.



Monthly Average Engagements*



Total Annual Engagements: 2,502,448*

- overview
- circulation
- research
- content
- diverse platforms
- rates & mech
- contacts

TIMELY CONTENT

E-NEWSLETTER

Sleep Report is a weekly e-newsletter from the editors of *Sleep Review*, delivering the latest news, product advancements, regulatory developments, and other stories to more than 17,400* sleep professionals. Advertising in *Sleep Review's Sleep Report* delivers your message direct to the desktop of your target audience, building brand awareness and driving traffic to your Web site, research, or detailed product information.

CONNECT WITH AS
MANY AS 87,000*
SLEEP MEDICINE
PROFESSIONALS
FOR AS LITTLE
AS 0.8 CENTS
PER ENGAGEMENT

1 LEAD BANNER

728 x 90: Premium size ad unit providing maximum visibility. Built into horizontal navigation bar.

2 TOWER

160 x 600: Positioned along content action links

3 TEXT/LOGO SPONSORSHIPS**

150 x 120: logo or photo with 50 words of text, bold headline, and URL link.

**Rotating, 4 available



overview
circulation
research
content
diverse platforms
rates & mech
contacts

*Stormpost Distribution Data, August 2011

DEDICATED COMMUNITIES

COMMUNITIES

Create a niche community dedicated exclusively to the category of your choice! With this community style platform, readers can log on to find out information on product news, new research, educational articles and much more!

COMMUNITY PROGRAM DETAILS:

- Category exclusivity within the niche
- Content Development – *Sleep Review* will provide up to 3 entries/articles per week to include on the microsite. These article topics will range from consumer-oriented content to industry specific editorial. The major benefit is multiple content distributions from a respected editorial source.
- Syndication – The strategy and technology behind our content distribution is unmatched. This content is distributed via the *Sleep Review* Web site, the *Sleep Review* database, *Sleep Review* e-newsletters, QR codes, and Social Media sites such as Facebook, Twitter, LinkedIn, and Google Reader.
- Analytics – Reports containing the microsite ranking with the other sections of the *Sleep Review* Web site and daily site traffic for the microsite.



[PROGRAM FEATURES]

- Weekly e-newsletter ads with links and social media site campaigns.
- Monthly e-blast to sleep medicine professionals to drive traffic to the microsite.
- Prominent home page ad on the Web site
- *Sleep Review* will deploy campaigns on Facebook, LinkedIn, Twitter, and Google Reader to expand engagements.

Create a niche community dedicated exclusively to the category of your choice!

IN-DEPTH LEARNING TOOLS

WEBINARS

Reach influential professionals seeking educational information delivered in a dynamic, digestible format. As a sponsor, you'll get powerful brand recognition on all Webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. Sponsor an editorial Webinar, or work with us to create something customized for your product message. These topic-specific Webinars bring together our editorial team with other leading industry experts for an in-depth product or market briefing. This unique format offers sponsors everything interactive that online content can offer:

WEBINAR PROGRAM DETAILS:

- Brand awareness across print, online and e-newsletter platforms
- Association with respected, topic-specific content
- Result-driven online program generating interested and qualified leads for your company
- Built-in direct response program to push out additional sponsor resources on topic
- Audio-based live program with an accompanying synchronized slide presentation (branded with *Sleep Review* and your company logo)
- Panel discussion hosted by our editor (your company representative(s) may participate on the the panel)
- The audience-marketing plan includes several weeks of pre-event marketing and six months of on-demand hosting.
- We develop complete campaign and all marketing materials to promote the the Webinar—and ensure you receive an extensive marketing footprint.
- Delivery of all pre-registered leads on day of live Webinar.
- Twice monthly delivery of on-demand generated leads for six months.



[PROGRAM FEATURES]

- Logo & URL on all marketing pieces
- Home page ad unit on sleepreviewmag.com
- Customized demographic questions during registration
- Sponsorship recognition in Webinar PowerPoint
- Full page ad in *Sleep Review* magazine
- Weekly e-newsletter promotion in *Sleep Report* for 7 months
- Weekly e-blasts driving Webinar registrants
- Archived on the *Sleep Review* Web site for 6 months post-Webinar
- Full report post-Webinar

overview
circulation
research
content
diverse platforms
rates & mech
contacts

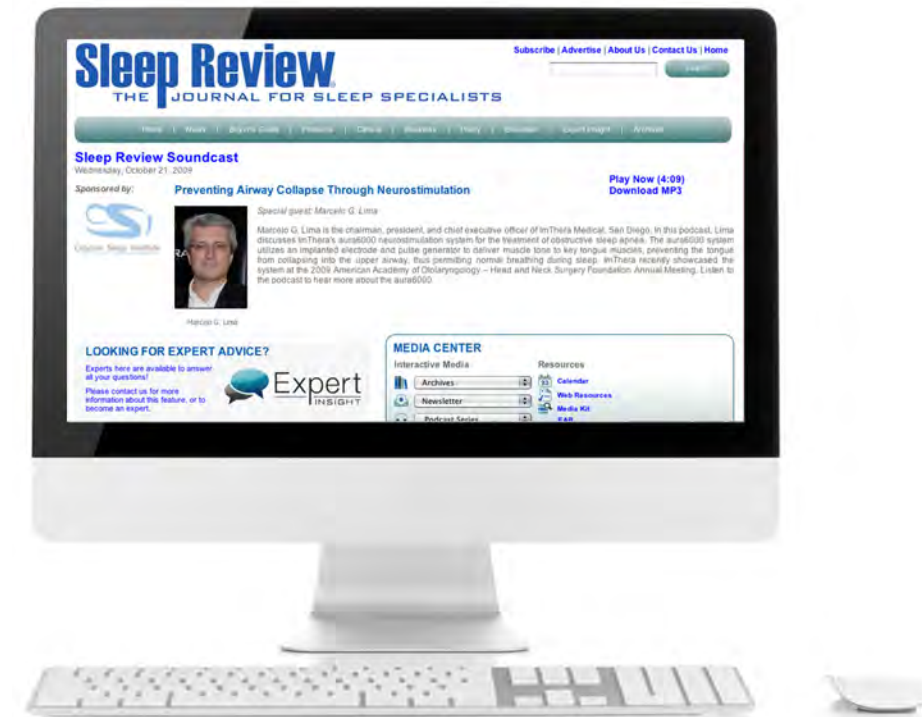
VERSATILE MEDIA PLATFORMS

PODCASTS & WEBCASTS

As health care professionals strive to stay in front of trends, keep up-to-date on product developments, and build their businesses, they are looking for smart, interesting information and viewpoints in a digestible format. Podcasts, hosted by our industry-specific expert editors, feature a one-on-one interviews with industry leaders that provide insights into the topics that are critical right now. These trends or topic-specific podcasts take an in-depth look at a topic over the period of one week. A series of five podcasts dissect an industry development that demands multiple viewpoints. Benefit from this unique platform and user content experience. Podcast sponsors provide branding, association with delivery of intelligent content, and embedded direct response opportunities.

PROGRAM FEATURES

- Single or multi-sponsorship of a podcast
- Lead and Tower banners on podcast launch page
- Logo button on landing page with URL link
- 15-second audio commercial before podcast begins
- Sponsorship recognition (and URL link) in podcast traffic promotions
- Archived for 3-months and accessible from podcast general landing page



overview
circulation
research
content
diverse platforms
rates & mech
contacts

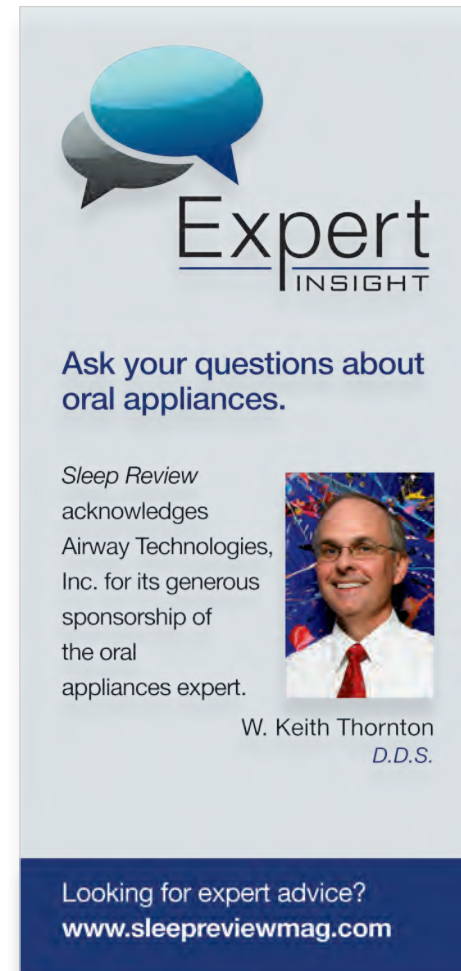
EXPANDING KNOWLEDGE

EXPERT INSIGHT

Set your company apart from the competition by offering expert advice they can't find anywhere else. Expert Insight is your opportunity to brand your company as the go-to source when sleep medicine professionals are seeking solutions to help them do their jobs.

[PROGRAM FEATURES]


- Sponsorship banners on Expert Insight Landing Page
- Lead Banner 728 x 90
- 2 Towers 160 x 600
- Sponsorship recognition (and URL link) in monthly traffic promotions, including (but not limited to): E-blasts, web site mentions, e-newsletter promos and promo print ads
- Category exclusivity



Expert
INSIGHT

Ask your questions about oral appliances.

Sleep Review acknowledges Airway Technologies, Inc. for its generous sponsorship of the oral appliances expert.



W. Keith Thornton
D.D.S.

Looking for expert advice?
www.sleepreviewmag.com



Expert
INSIGHT

presented by **Sleep Review**

Have questions about electrodes and sensors?

Leah Hanson, R EEG/EP T is the *Sleep Review* expert on electrodes and sensors. For the past 24 years, Leah Hanson has been involved with EEG, epilepsy, ICM and sleep diagnostics, both as a technologist and as a provider of equipment and accessories. For the past five years, Hanson's focus has been on electrodes for these applications and pursuing alternative methods to facilitate more effective and comfortable electrodes.



Some of Hanson's professional accomplishments include: John Knott lecturer on Pediatric Epilepsy; ASET, CSET, and WISET board appointments; 'Justification of Disposable EEG Electrodes' poster presentation; and on-line course author for 'Setting up an LTM Lab'.

Now she can answer your questions online.

CLICK HERE to ask your questions!

Featured Expert Insight | RhythmLink



overview
circulation
research
content
diverse platforms
rates & mech
contacts

SOCIAL MEDIA NEXUS

CONNECT WITH BUYERS | diverse platforms



Sleep Review[®]

THE JOURNAL FOR SLEEP SPECIALISTS

Sleep Review is everywhere.

Constantly connecting product and technology providers to sleep professionals. Find us on Facebook. Follow us on Twitter. You name it, we're connected.

TRADE SHOW COLLABORATION

TRADE SHOW PROGRAMS

Trade shows are an expensive, yet important venture. You need to make sure you are getting the most out of your trade show investment, but how can you drive people to your booth and create a buzz before and during key shows? Our pre-event product highlights, daily event news, and post-event highlight e-newsletter programs provide your company maximum reach and impact—before, during, and after key industry events.

TRADE SHOW DATES

FOCUS: Nashville, TN | MAY 10-12
ATS: San Francisco, CA | MAY 18-23
APSS: Boston, MA | JUN 9-13
AARC: New Orleans, LA | NOV 10-13

DAILY E-NEWSLETTER

These event e-newsletters provide daily coverage of the news, insights, and products direct from an industry event. Written by our expert editors, these e-newsletters inform, educate, and connect event attendees, as well as the industry-at-large. E-newsletter sponsors benefit from:

[PROGRAM FEATURES]

- Promotional impact before, during, and after event
- Being associated with timely and important industry information
- Reaching customers and attendees, as well as those not attending the event

PRE & POST EVENT PRODUCT HIGHLIGHTS SPONSORSHIPS

These product-focused e-newsletters deploy before and after key industry events. They provide sponsors an opportunity to promote featured products and new innovations as well as generate booth traffic and leads.

[PROGRAM FEATURES]

- 150 x 150 banner
- 75-word product or company description
- URL link



- overview
- circulation
- research
- content
- diverse platforms**
- rates & mech
- contacts

VISUAL MESSAGING

VIDEO SHOWCASE

The ***Sleep Review Video Showcase*** brings your message to life. Take advantage of this growing trend with creative and dynamic promotional packages. All packages include print, Web site, and e-newsletter promotions, and these videos are only accessible to registered site visitors. The growth of online video continues to explode and change the way businesses communicate and executives consume information.

- Over 180 million users watch online video in the United States every month
- Each user watches an average of 171 videos during each month
- Each user watches an average of 193 minutes of video each month
- From 2010 to 2014 video traffic will increase 700%
- In March 2010 US Internet users watched 30.3 billion videos*

* *Online Video Facts from Comscope 2010*



PROGRAM FEATURES

THE FEATURED VIDEO

- Dedicated e-blast to 16,300* sleep medicine professionals
- Additional e-blast (shared with the month's Spotlight Videos) to the same list of sleep medicine professionals
- Logo in a print ad appearing in the current month's edition of *Sleep Review* – the Featured Video sponsor will occupy the first listing with a description in the current month's Spotlight Video line-up
- Top position on *Sleep Review's* home page with a graphic linking directly to the Featured Video
- Featured Video link for a full month on the *Sleep Review* Web site

SPOTLIGHT VIDEO

- E-blast to 16,300* sleep medicine professionals that includes a description in the month's Spotlight Video
- Logo in print ad appearing in the current month's edition of *Sleep Review* - alpha listing with description in the month's Spotlight Video line-up
- Spotlight Video link for a full month on the *Sleep Review* Web site

VIDEO ARCHIVES

- Alpha listing (with description) of all videos available in the *Sleep Review* Video Showcase

* *Stormpost Distribution Data, July 2011*

overview
circulation
research
content
diverse platforms
rates & mech
contacts

RATES & MECHANICALS

RATES

Size	1x	3x	6x	12x	18x	24x	30x
1 Page	\$4,515	\$4,325	\$4,190	\$4,055	\$3,930	\$3,815	\$3,700
2/3 Page	\$3,660	\$3,515	\$3,410	\$3,305	\$3,205	\$3,100	\$3,010
1/2 Island	\$3,465	\$3,330	\$3,230	\$3,120	\$3,025	\$2,935	\$2,845
1/2 Page	\$3,135	\$3,015	\$2,920	\$2,830	\$2,735	\$2,650	\$2,580
1/3 Page	\$2,435	\$2,330	\$2,260	\$2,195	\$2,110	\$2,060	\$1,995
1/4 Page	\$2,005	\$1,925	\$1,860	\$1,810	\$1,760	\$1,700	\$1,655
1/6 Page	\$995	\$950	\$925	\$895	\$865	\$840	\$815

Preferred Positions
 Guaranteed Positions:
 Inside Cover
 Back Cover
 Color Rates
 Standard/matched inks
 4-Color
 5-Color PMS

10% premium
 \$525
 \$605
 Spread
 \$785
 \$1,400
 \$1,800

SEND AD MATERIALS
to Ad Coordinator:

DEE BERRY
(310) 642-4400, ext 234
dberry@allied360.com

DATES & DEADLINES

	Jan/Feb	Mar	Apr	May	June	Jul/Aug	Sept	Oct	Nov	Dec
Ad Space Close	1.10.11	2.10.12	3.14.12	4.11.12	5.8.12	7.11.12	8.15.12	9.14.12	10.15.12	11.12.12
Ad material Due	1.18.12	2.20.12	3.22.12	4.19.12	5.16.12	7.19.12	8.23.12	9.24.12	10.22.12	11.20.12

Production Requirements

Preferred Ad Format: Press-ready PDF/PDFX-1a
 – Four-color material must be CMYK. Two-color material must be K + PMS or standard color.
 Color Proofs: For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline.

Production Charges

No charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser may be charged for any work required to update the advertiser's provided files to meet our requirements. Any corrections are billed back to the advertiser at the publisher's cost.

Ad Materials Policy

Ad materials submitted by the materials due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the materials due date, the publisher will take reasonable measure to contact the advertiser to promptly supply new materials. Or, the advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

Issuance, Closing Date, and Cancellation

Published 12 times per year. Cancellations are required in writing prior to the published ad closing date. Cover positions can be canceled only with a 90-day written notice before the closing date.

Inserts

Check with advertising representative for ad space cost, plus bindery charge.

Rate Adjustments

If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used.

Payment Terms

Credit card payments by MasterCard, Visa, American Express, and Discover are accepted. Ad work may be billed separately. Agency commission: 15% of gross billing on invoices paid in accordance with the terms stated is allowed to recognized agencies on space, color, bleed, and position. No commissions allowed on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated.

General

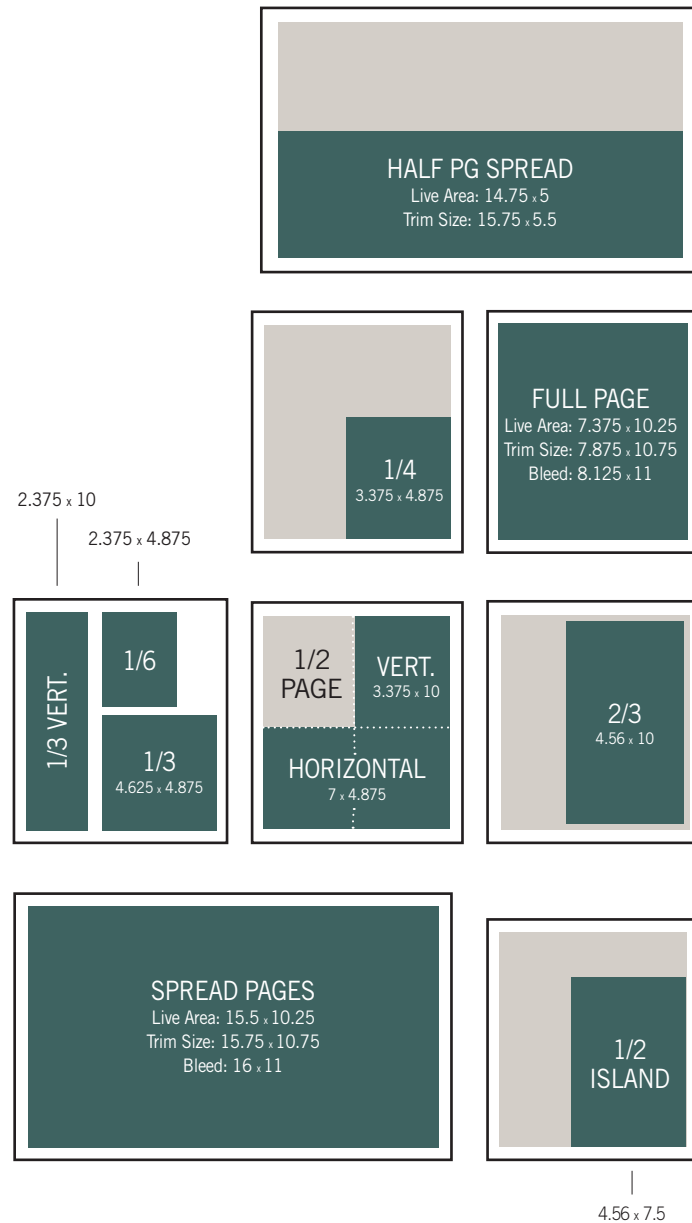
All advertisements are accepted and published by the publisher based on the representations

and warranties of the agency and/or the advertiser that such agency and/or advertiser have the right to publish, and are authorized to give to publisher the right to publish, the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on or related to the contents or subject matter of such advertisements. The publisher expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless they are specifically agreed to in writing by the publisher. The publisher will not be bound by the conditions that are printed or appear on order blanks or copy instructions that conflict with provisions of this rate card.

- overview
- circulation
- research
- content
- diverse platforms
- rates & mech**
- contacts

RATES & MECHANICALS



MECHANICAL REQUIREMENTS

	Live Area	Trim Size	Bleed Size
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11
1 page	7.375 x 10.25	7.875 x 10.75	8.125 x 11
2/3 page	4.56 x 10		
1/2 page spread	14.75 x 5	15.75 x 5.5	
1/2 page island	4.56 x 7.5		
1/2 page vertical	3.375 x 10		
1/2 page horizontal	7 x 4.875		
1/3 page vertical	2.375 x 10		
1/3 page square	4.56 x 4.875		
1/4 page vertical	3.375 x 4.875		
1/6 page vertical	2.187 x 4.875		

ELECTRONIC MECHANICALS

	Size
Lead Banner	728 x 90
Tower	160 x 600
Roadblock	336 x 280
Bottom Banner	468 x 60
Page Peel	500 x 500
Interstitial	640 X 480
Rollover	Various

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