

# Gerontology News

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## ADVERTISING INFORMATION

Rates effective December 15, 2011

### 1. OVERVIEW

*Gerontology News* (ISSN 1083-222X) is a publication of The Gerontological Society of America (GSA), the premier professional association in the field of aging with more than 5,500 members in thirty countries worldwide. This publication reports on Society events (including the Annual Scientific Meeting), member news, funding opportunities, new resources, policy issues, international news, research findings, and student interests.

### 2. ADVERTISING RATES, BLACK AND WHITE

Size	Width	Height	Camera-Ready		Camera-Ready			Non-Ready		
			1X	Non-Ready	3X	6X	12X	3X	6X	12X
Full page	8	10	955	1038	\$909	\$862	\$816	\$988	\$937	\$914
½ page horz.	8	5	585	641	\$558	\$529	\$501	\$610	\$591	\$565
½ page vert.	4	10½	585	641	\$558	\$529	\$501	\$610	\$591	\$565
¼ page	4	5¼	325	356	\$310	\$294	\$278	\$339	\$327	\$314
1/8 page	3¾	2¼	205	224	\$195	\$185	\$175	\$213	\$207	\$191

Camera ready copy must be provided in electronic format. Please use type no smaller than 10 points.

### 3. CLOSING DATES FOR SPACE

First of the month for the following month's edition. To reserve space in *Gerontology News*, contact Jason Hawthorne Petty at (202) 587-2830, Fax: (202) 587-2088, E-mail: [advertising@geron.org](mailto:advertising@geron.org).

### 4. CIRCULATION

*Gerontology News* is sent to more than 5,000 researchers, scientists, doctors, nurses, policy-makers, social workers, research biologists, and other professionals in the field of aging. It is widely circulated and posted on bulletin boards and on GSA's home page at <http://www.geron.org>. The estimated total readership is 20,000.

### 5. ADVERTISING POLICY

*Gerontology News* accepts ads for conferences and special events, fellowships, jobs, and degree programs relevant to the field of aging. We reserve the right to reject or discontinue any advertising. We do not pay commission from the ad price.

### 6. PAYMENT POLICY

Payment in full is due within 14 days after ad submission to GSA Advertising Rep. GSA will be responsible for invoicing.

### 7. CANCELLATION POLICY

Notice of cancellation must be made in writing to GSA Advertising Rep within 5 business days of placing ad for a 50% refund minus a \$25 processing fee. Any cancellation made after that time will result in \$0 refund. Please note; no refund will be made for any ads that have already run in *Gerontology News*.

### 8. ADDRESSES

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