Do MORE than advertise to our health-conscious audience.

- Engage our extensive audience of professionals and people with diabetes.
- Associate your brand with the leading authority on diabetes research and care.
- Support the efforts of ADA in its mission to prevent and cure diabetes.
THE ASSOCIATION

We are the most trusted authority on diabetes prevention, research, and health care. Our variety of publications and events connect your brand to the Association’s highly engaged audiences.

Who We Are

**WE ARE COMMITTED.** Our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. We carry this out by funding research and providing new information and services to people with diabetes, their families, health professionals, and the public.

**WE ARE EFFECTIVE.** We deliver on your investment in advertising. The Association has 2 million+ donors, 1 million+ participants in events and programs, more than 40,000 subscribers to professional journals, and an award-winning magazine for people with diabetes, *Diabetes Forecast*, that provides nearly 2 million readers with trustworthy information and lifestyle encouragement each month.

**WE ARE PREFERRED.** The American Diabetes Association is ranked among the top 20 most popular charities/nonprofits in the country, and is first overall in Association Trends’ “Association Social Media Report.”

**Offering Special Event Sponsorships** Millions of people take part in the Association’s fundraising events and activities, all of which offer unique sponsorship opportunities. See page 19 for more info.
THE MAGAZINE

DIABETES FORECAST is the premier healthy lifestyle magazine for people with diabetes, helping them and their families live healthy and fulfilling lives. It provides comprehensive, accurate, and timely information and support on all aspects of diabetes, including diet, fitness, self-care, and research breakthroughs.

**Focused.** Our magazine provides you highly-focused diabetes content. Our editorial framework is divided into four sections: Your Health, Features, Your Food, and Your ADA. All provide unique adjacencies for your messaging.

**Informed.** Nearly 2 million readers look to us each month for the latest news and information on food, fitness, weight loss, medications, monitoring, and living well for the entire universe of people affected by diabetes.

**Trusted.** Our magazine serves as an ambassador of the Association’s brand universe and mission and will continue to feature the very best content, providing sought-after tools, tips and feature articles that inspire healthy living.

“Diabetes Forecast provides ideas for staying healthy and well plus inspiration and support to take control of diabetes.”

Kelly Rawlings, Editorial Director
Diabetes Forecast
OUR AUDIENCE

People trust *Diabetes Forecast* because it’s backed by the American Diabetes Association.

**Who They Are.** People living with pre-diabetes and diabetes, their families, health professionals, and volunteers. The diabetes community spans from parents of young children with diabetes to those living with the condition for many years. People newly diagnosed have a steep learning curve, yet those with diabetes of long duration also face higher risk for diabetes complications and the need to alter therapies over time.

**Engaged Readers.** Research shows that our readers are truly engaged with the magazine’s content.
- 64% always read *Diabetes Forecast*
- 73% own their own home
- 79% test their own blood sugar regularly
- 57% increased physical activity as a result of reading *Diabetes Forecast*

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**Print Edition**
Over 500,000 copies distributed*
- 6 issues per year
- 500,000 ratebase guarantee
- Over 300,000 paid subscribers
- Expanded doctor and medical office distribution
- Newly diagnosed get a 1 year complimentary subscription

**Digital Edition**
Every subscriber receives access to the digital replica for free.
- 23.4 page views per visit
- 97,500 page views per month

American Diabetes Association
2013 Diabetes Forecast Readership Study
# 2016 Editorial Calendar & Deadlines

*Diabetes Forecast*’s trusted editorial line-up brings together the latest in research with engaging lifestyle content.

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Features</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>Date Available</th>
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<tbody>
<tr>
<td>JAN FEB</td>
<td>New Year, New You&lt;br&gt;Setting Goals&lt;br&gt;Weight Loss&lt;br&gt;Medications Guide&lt;br&gt;Dental Health</td>
<td>11/02/2015</td>
<td>11/16/2015</td>
<td>12/23/2015</td>
</tr>
<tr>
<td>MAR APR</td>
<td>Consumer Product Guide&lt;br&gt;Pain Relief&lt;br&gt;Kidney Health&lt;br&gt;Socks, Shoes, Support Hose&lt;br&gt;Avoiding Hypoglycemia</td>
<td>01/05/2016</td>
<td>01/18/2016</td>
<td>02/27/2016</td>
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<tr>
<td>MAY JUN</td>
<td>The Big Summer Food Issue&lt;br&gt;Hydration&lt;br&gt;Refreshing Drinks made with Sparkling Water&lt;br&gt;Travel Tips &amp; Safety&lt;br&gt;Check List: Health Tests &amp; Checks</td>
<td>03/01/2016</td>
<td>03/16/2016</td>
<td>04/23/2016</td>
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<tr>
<td>JUL AUG</td>
<td>The Advocacy Issue&lt;br&gt;Back-to-school Tips&lt;br&gt;Food Shopping Strategies</td>
<td>05/02/2016</td>
<td>05/18/2016</td>
<td>06/25/2016</td>
</tr>
<tr>
<td>SEP OCT</td>
<td>The People-to-Know Issue&lt;br&gt;Winter Skin Care&lt;br&gt;Immunizations</td>
<td>07/01/2016</td>
<td>07/17/2016</td>
<td>08/27/2016</td>
</tr>
<tr>
<td>NOV DEC</td>
<td>Holiday Food Issue&lt;br&gt;Cold &amp; Flu Remedies&lt;br&gt;Peripheral Arterial Disease&lt;br&gt;Medical Alert IDs</td>
<td>09/01/2016</td>
<td>09/15/2016</td>
<td>10/22/2016</td>
</tr>
</tbody>
</table>
“Readers know that food, exercise, and medication are important. *Diabetes Forecast* provides ideas for staying healthy and well plus inspiration and support to take control of diabetes.”

Kelly Rawlings, Editorial Director *Diabetes Forecast*

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**PRINT RATES**

Expand your reach to the nation’s largest audience of people affected by diabetes.

**GROSS RATES**

<table>
<thead>
<tr>
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<th>3x</th>
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**SHOPPER’S GUIDE**

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<td>$11,510</td>
<td>$11,280</td>
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<td>$10,450</td>
</tr>
<tr>
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<td>$8,550</td>
<td>$8,290</td>
<td>$8,120</td>
<td>$7,700</td>
<td>$7,520</td>
</tr>
</tbody>
</table>

**ADVERTISE WITH US**

Our expanded distribution model focuses on direct-to-consumer delivery along with increased health provider room distribution.

- Rate base 500,000
- All rates are gross
PRINT SPECS & SUBMISSIONS

Inserts and BRC cards are proven techniques to engage consumers.

MECHANICAL REQUIREMENTS
Binding: Perfect Bound
Trim Size: 8 3/16” x 10 1/2”

MATERIAL REQUIREMENTS
All new advertisements must be reviewed by the Association’s review committee to ensure compliance with Association policies. PDFs of advertisements should be emailed to the advertising manager (JDevoss@diabetes.org) at least 10 days in advance of Space Closing.

Materials for publication must be submitted as high-resolution, press-ready PDF files (PDF:X-1a). Native files are not accepted. Files must be set up for trim size and allow for bleed. Files may be supplied via e-mail, FTP, CD or DVD.

PRODUCTION/AD MATERIALS
Contact Julie DeVoss Graff, Senior Advertising Manager, to submit ad material.
E-mail: JDevoss@diabetes.org
Office: 703-299-5511

<table>
<thead>
<tr>
<th>PAGE UNIT</th>
<th>LIVE AREA</th>
<th>BLEED</th>
</tr>
</thead>
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<tr>
<td>Spread</td>
<td>16 1/8” x 10 1/8”</td>
<td>16 5/8” x 10 3/4”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 11/16” x 10”</td>
<td>8 7/16” x 10 3/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 1/2” x 10 1/8”</td>
<td>4 3/8” x 10 3/4”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 1/4” x 4 1/2”</td>
<td>8 7/16” x 5 1/8”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 1/4” x 10 1/8”</td>
<td>3 1/8” x 10 3/4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/2” x 4 1/2”</td>
<td>Not Available</td>
</tr>
</tbody>
</table>

SUPPLIED INSERTS & REPLY CARDS

SUPPLIED INSERT QUANTITIES Please call Julie DeVoss Graff, Senior Advertising Manager, at 703-299-5511 to confirm insert quantities for each issue. Quantities are subject to change.

INSERT SPECIFICATIONS All supplied inserts must be preapproved by the Association before delivery to our printer.

INSERTS Essential matter must be 1/2” inside trim all around. Stock accepted up to 80# book weight. Inserts jog to foot. Allow for 1/8” head trim (3/8” maximum), 1/8” minimum face trim, and 1/8” foot trim. Furnish folded with 1/8” grind off on the binding edge. Trim to 8 3/16” x 10 3/4”.

SHIP TO Supplied Inserts deliver to Quad–Saratoga Spring. Supplied Insert Delivery: (518) 581-4865. Hours: M-F [7am–5pm EST]. Please schedule appointments 24 hrs in advance. When calling please specify “Insert Receiving.” BOL must include the title and issue of the product being delivered.

BUSINESS REPLY CARDS Must conform to United States Postal Service requirements for bind-in cards. Only a limited number of BRCs can be accommodated in an issue. BRC requests are filled on a first-come, first-served basis. Furnish Advertising Production Manager a sample marked for insertion in advance of printing. BRCs jog to foot. Please allow 3/8” between gutter and any perforation. Must allow for 1/8” grind off on the binding edge and 1/8” foot trim.
THE WEBSITE: DiabetesForecast.org

Expand your advertising message beyond the pages of the magazine.

**Current.** DiabetesForecast.org features the latest treatment and prevention news, product information, exercise and healthy living tips, and delicious and diabetes-friendly recipes.

**Connected.** We deliver this information directly to consumers’ computers, tablets and phones. A new collection of online content in Spanish, too.

**Captivating.** Our site has 721,557 monthly page views and 332,649 monthly unique visitors. New visitors are consistently above 70% on a monthly basis. Mobile traffic continues to increase and is currently at an all-time high of 47%.

**Online User.** Here’s a snapshot of our online user:

- Monthly Page Views: 721,557
- Monthly Unique Visitors: 332,649
- 68% Female
- 67.8% Ages 25–54
- 79% Middle income
- 61% College graduates
- 49% Have children at home

**Podcasts.** The recently launched “Diabetes Discovery” podcast is geared to a broad audience of people living with diabetes. Experts translate the latest research findings into practical advice for the lay person.
ONLINE AD OPPORTUNITIES

Deliver your advertising message wherever your target audience is located with our Digital Media Network.

**DIABETESFORECAST.ORG**
Three (3) universally accepted ad units on each page of the site:
- Top 728 x 90
- Right 300 x 250
- Bottom 728 x 90

2 of 3 of the ad units are 60% viewable above the fold

**ADVERTISE THROUGH:**
- Recipe Slideshows
- Sponsored Recipes
- Sponsored Content
- E-newsletters
- Microsites
- Video Pre-Roll

**ENGAGE MORE CONSUMERS**
with ads available on Desktop and Tablet displays (varies with orientation). On home page and select sections, 100% SOV when purchased together.

**DIGITAL EDITION OF DIABETES FORECAST**
- Issue Sponsorships
- Sponsored Cover Wraps
- Welcome Page
- Display Advertising
- Banner
- Button Ads

Advertise with us. We’ll help you with innovative and efficient ways to get your message to your target audience.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>57%</td>
<td>Use social networking sites</td>
</tr>
<tr>
<td>83%</td>
<td>Have a close personal connection to diabetes</td>
</tr>
<tr>
<td>68%</td>
<td>Test blood sugar regularly</td>
</tr>
<tr>
<td>32%</td>
<td>Manage their diabetes by taking multiple pills daily as prescribed</td>
</tr>
<tr>
<td>75%</td>
<td>Are satisfied/very satisfied with their overall experience on the site</td>
</tr>
<tr>
<td>47%</td>
<td>Are caregivers</td>
</tr>
</tbody>
</table>

American Diabetes Association
2014 DiabetesForecast.org Visitor Study
E-NEWSLETTERS

Inspiration and information sent directly to 1.3 million inboxes. Add your message to our highly successful Media Network E-Newsletter program.

Recipes for Healthy Living. A highly engaged audience seeking healthy and tasty recipes, as well as diabetes-friendly meal plans. Highlights the newest ADA recipes, themed sample meal plan, healthy cooking videos, and practical meal planning tips available on the website. **FREQUENCY:** Monthly

Diabetes Forecast E-Newsletter. Each Diabetes Forecast e-newsletter features highlighted content from the current issue. **FREQUENCY:** Bi-Monthly

Stop Diabetes Consumer ENews. Stop Diabetes e-newsletters offer lifestyle articles, upcoming events, ADA promotions and ways to become in the Stop Diabetes movement. **FREQUENCY:** Monthly

Shop Diabetes Feature. The ShopDiabetes Feature spotlights one must-have product of interest to people with diabetes and their caregivers. **FREQUENCY:** Monthly

Shop Diabetes Promo. ShopDiabetes is a promotional e-mail featuring a variety of products of interest to people with diabetes and their caregivers. **FREQUENCY:** Monthly

Living With Type 2 Diabetes. Those enrolled in the Association’s Living With Type 2 Diabetes program receive this e-newsletter featuring information specific to the needs and interests of the newly diagnosed audience. Available in English and Spanish. **FREQUENCY:** Monthly

Alto a la Diabetes. Our Spanish e-newsletter offers recipes, tips on healthy living, latest news on diabetes research and more. **FREQUENCY:** Monthly

Circulation of E-Newsletters:

- Recipes for Healthy Living: 350,000
- Diabetes Forecast: 250,000
- Stop Diabetes: 500,000
- Shop D Feature: 90,000
- Shop D Promo: 90,000
- Living With Type 2 Diabetes: 50,000
- Alto a la Diabetes: 40,000
PROFESSIONAL JOURNALS

ADA provides more than 40,000 researchers, physicians, diabetes educators, and other professionals with the latest information on treatment advances, clinical guidelines, and cutting-edge research.

**Diabetes Care**
- *Diabetes Care*, our highest-ranked journal, is devoted exclusively to diabetes treatment, care, and prevention.
- Audience: Endocrinologists, clinicians and physicians, researchers, diabetes educators, dietitians and other health care professionals

**Diabetes**
- *Diabetes*, ADA’s flagship research publication, is the highest-ranked journal devoted exclusively to basic diabetes research. The journal publishes original, peer-reviewed research on the biological mechanisms underlying diabetes and its complications.
- Audience: Scientists and laboratory researchers, endocrinologists

**Clinical Diabetes**
- *Clinical Diabetes* is a quarterly journal for primary care providers. Each issue contains one or more feature articles on the latest trends and innovations in diabetes care and treatment, as well as mini-reviews of landmark studies, practical treatment pointers, and best practices related to diabetes care.
- Audience: Primary care physicians, point-of-care HCPs

**Diabetes Spectrum**
- *Diabetes Spectrum* is a quarterly journal for diabetes educators, nutritionists, nurse practitioners, and other health care providers. Each issue of the journal examines a specific diabetes care topic, with a focus on translating recent research findings into practical clinical applications.
- Audience: Certified diabetes educators, nutritionists, nurse practitioners
## 2016 PRINT DEADLINES

### DIABETES CARE & DIABETES JOURNAL PRINT

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>ROB AD MATERIAL</th>
<th>INSERTS</th>
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<tbody>
<tr>
<td>January</td>
<td>12/01/15</td>
<td>12/08/15</td>
<td>12/11/15</td>
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<tr>
<td>February</td>
<td>01/04/16</td>
<td>01/11/16</td>
<td>01/13/16</td>
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<td>March</td>
<td>02/01/16</td>
<td>02/09/16</td>
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<td>April</td>
<td>03/01/16</td>
<td>03/09/16</td>
<td>03/14/16</td>
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<td>May</td>
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<td>04/08/16</td>
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<td>June</td>
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<td>05/09/16</td>
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<td>July</td>
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<td>December</td>
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### CLINICAL DIABETES PRINT

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<td>Spring 2016</td>
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<td>03/23/16</td>
<td>03/28/16</td>
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<tr>
<td>Summer 2016</td>
<td>06/01/16</td>
<td>06/17/16</td>
<td>06/24/16</td>
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<tr>
<td>Fall 2016</td>
<td>09/01/16</td>
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### DIABETES SPECTRUM PRINT

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<tr>
<td>Fall 2016</td>
<td>10/03/16</td>
<td>10/19/16</td>
<td>10/27/16</td>
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</table>
2016 PRINT SPECS & SUBMISSIONS

DIABETES CARE & DIABETES JOURNAL

INSERT SPECIFICATIONS
Essential matter must be 1/2” inside trim all around. Stock accepted to 70# book weight; a charge will apply for heavier stock. Inserts jog to head. Allow for 1/8” head trim and 1/8” face trim, 1/8” for grind off binding edge. Furnish folded with sample marked for binding edge. Trim to 8 1/2” x 11 1/8”.

COVERS
2nd Cover 4-color — rate plus 15%
3rd Cover 4-color — rate plus 10%
4th Cover 4-color — rate plus 20%

MECHANICAL REQUIREMENTS
Binding: Perfect Bound
Trim Size: 8 1/4” x 10 7/8”

CLINICAL DIABETES & DIABETES SPECTRUM

INSERT SPECIFICATIONS
Essential matter must be 1/2” inside trim all around. Stock accepted to 70# book weight; a charge will apply for heavier stock. Inserts jog to head. Allow for 1/8” head trim and 1/8” face trim, 1/8” for grind off binding edge. Furnish folded with sample marked for binding edge. Trim to 8 1/2” x 11 1/8”.

COVERS
2nd Cover 4-color — rate plus 20%
3rd Cover 4-color — rate plus 10%
4th Cover 4-color — rate plus 30%

MECHANICAL REQUIREMENTS
Binding: Saddle-stitched
Trim Size: 8 3/16” x 10 7/8”

PAGE UNIT LIVE AREA BLEED
Two-Page Spread* 15 3/4” x 10 3/8” 17” x 11 1/8”
Single Page 7 5/8” x 10 3/8” 8 1/2” x 11 1/8”
1/2 Page Horizontal 7 5/8” x 5” Not Available
1/2 Page Vertical 3 1/2” x 10 3/8” Not Available
1/4 Page 3 1/2” x 5” Not Available

*BLEED measurement includes 1/8” gutter area on both pages.

REPRINT INFORMATION
For bulk reprint information, please call
Hope Robinson
Sheridan Content Services
800-635-7181 ext. 8065
hope.robinson@sheridan.com

SHIPPING SUPPLIED INSERTS
Label shipment with issue month and number of inserts supplied.
Dartmouth Printing Company
Attn: Lisa Davis
69 Lyme Road
Hanover, NH 03755
603-653-7215

AD MATERIALS & INSERT QUANTITIES
Please contact advertising manager for FTP information and/or shipping address.
Julie DeVoss Graff
703-299-5511
jdevoss@diabetes.org
Incomplete, incorrect or late materials received after the published deadline are subject to additional charges.

MATERIAL REQUIREMENTS
Materials for publication must be submitted as high-resolution, press-ready PDF files (XLA compliant). Native files are not accepted. Files must be set for trim size and allow for bleed.
<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
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<tr>
<td><strong>DIABETES CARE</strong></td>
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<tr>
<td>Full Page</td>
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<td>$6,310</td>
<td>$6,190</td>
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| **FOUR-COLOR** |     |     |     |     |     |     |     |     |     |
| **DIABETES** |     |     |     |     |     |     |     |     |     |
| Full Page       | $5,500 | $5,390 | $5,280 | $5,200 | $5,190 | $5,150 | $5,100 | $5,080 | $5,050 |
| 1/2 Page        | $4,500 | $4,410 | $4,380 | $4,300 | $4,270 | $4,250 | $4,230 | $4,220 | $4,190 |
| **BLACK & WHITE** |     |     |     |     |     |     |     |     |     |
| Full Page       | $3,020 | $2,820 | $2,720 | $2,640 | $2,630 | $2,590 | $2,540 | $2,520 | $2,490 |
| 1/2 Page        | $2,020 | $1,930 | $1,870 | $1,810 | $1,790 | $1,770 | $1,750 | $1,740 | $1,710 |
| 1/4 Page        | $1,450 | $1,390 | $1,350 | $1,310 | $1,300 | $1,290 | $1,270 | $1,250 | $1,220 |

| **FOUR-COLOR** |     |     |     |     |     |     |     |     |     |
| **CLINICAL DIABETES** |     |     |     |     |     |     |     |     |     |
| Full Page       | $6,960 | $6,810 | $6,650 | $6,570 | $6,530 | $6,470 | $6,440 | $6,410 | $6,340 |
| 2/3 Page        | $6,130 | $6,030 | $5,890 | $5,820 | $5,800 | $5,750 | $5,720 | $5,690 | $5,650 |
| 1/2 Page        | $5,600 | $5,480 | $5,390 | $5,340 | $5,310 | $5,270 | $5,240 | $5,220 | $5,170 |
| 1/3 Page        | $5,070 | $4,990 | $4,910 | $4,860 | $4,840 | $4,810 | $4,770 | $4,750 | $4,730 |
| **BLACK & WHITE** |     |     |     |     |     |     |     |     |     |
| Full Page       | $4,120 | $3,970 | $3,810 | $3,730 | $3,690 | $3,630 | $3,590 | $3,560 | $3,500 |
| 2/3 Page        | $3,290 | $3,180 | $3,050 | $2,980 | $2,960 | $2,900 | $2,870 | $2,840 | $2,810 |
| 1/2 Page        | $2,760 | $2,640 | $2,540 | $2,490 | $2,470 | $2,430 | $2,400 | $2,380 | $2,330 |
| 1/3 Page        | $2,220 | $2,140 | $2,070 | $2,020 | $2,000 | $1,970 | $1,930 | $1,910 | $1,880 |

| **FOUR-COLOR** |     |     |     |     |     |     |     |     |     |
| **DIABETES SPECTRUM** |     |     |     |     |     |     |     |     |     |
| Full Page       | $5,120 | $5,050 | $4,920 | $4,870 | $4,860 | $4,830 | $4,810 | $4,810 | $4,760 |
| 2/3 Page        | $4,610 | $4,540 | $4,460 | $4,420 | $4,410 | $4,390 | $4,370 | $4,360 | $4,330 |
| 1/2 Page        | $4,310 | $4,220 | $4,160 | $4,130 | $4,120 | $4,090 | $4,080 | $4,060 | $4,050 |
| 1/3 Page        | $3,980 | $3,920 | $3,860 | $3,830 | $3,820 | $3,810 | $3,800 | $3,780 | $3,770 |
| **BLACK & WHITE** |     |     |     |     |     |     |     |     |     |
| Full Page       | $2,500 | $2,430 | $2,310 | $2,260 | $2,250 | $2,210 | $2,190 | $2,180 | $2,140 |
| 2/3 Page        | $2,000 | $1,930 | $1,840 | $1,800 | $1,790 | $1,770 | $1,750 | $1,740 | $1,710 |
| 1/2 Page        | $1,690 | $1,610 | $1,550 | $1,510 | $1,500 | $1,470 | $1,460 | $1,440 | $1,430 |
| 1/3 Page        | $1,360 | $1,310 | $1,250 | $1,220 | $1,210 | $1,190 | $1,180 | $1,160 | $1,150 |
PRINT SPECS

MATERIAL REQUIREMENTS
Materials for publication must be submitted as high-resolution, press-ready PDF files. Native files are not accepted.

AD MATERIALS
Full page ad 8.5” x 11” (Total dimension of a two-page spread should be 11-1/4” x 17-1/4”)
• With bleed, add an additional 1/8” to each bleed dimension.
For partial ads, please use:
• Width: 1 column = 13p1; 2 column = 27p8; 3 column = 42p3
• Height: up to 57p4

For questions and inquiries, please contact:
Julie DeVoss Graff
703-299-5511
jdevoss@diabetes.org

DIABETES PRO QUARTERLY

DiabetesPro Quarterly
- DiabetesPro Quarterly is the Association’s newsletter for our professional members, including endocrinologists, clinicians and physicians, diabetes educators, dietitians, and other health care professionals.
- Each quarterly newsletter features breaking clinical news, meeting reports and research summaries, professional education opportunities, and more.
- Issues are also e-mailed to the American Diabetes Association’s professional members, and a digital edition is available online.
- Audience: Endocrinologists, clinicians and physicians, researchers, diabetes educators, dietitians, and other health care professionals

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## THE PRO NETWORK

Our online network provides a variety of professional members with breaking news, scientific session reports, clinical practice recommendations, and more.

### DiabetesJournals.Org Stats
- Over 620K unique visitors per month
- 1.7M page views per month
- 27,330 active subscribers to the ADA Journals e-TOC Alerts
- 6,200+ Facebook “likes,” 2,000+ Twitter followers
- 67,500 downloads over the past year to each publication’s podcasts

### DiabetesCare
- Total monthly unique visitors: 356,431
- Total monthly visits: 489,498
- Total monthly page views: 1,047,566

### Diabetes
- Total monthly unique visitors: 137,865
- Total monthly visits: 197,901
- Total monthly page views: 422,509

### ClinicalDiabetes
- Total monthly unique visitors: 84,707
- Total monthly visits: 100,657
- Total monthly page views: 149,635

### DiabetesSpectrum
- Total monthly unique visitors: 42,193
- Total monthly visits: 48,735
- Total monthly page views: 73,828
**eTOC ALERTS & DIABETES CORE**

### eTOC Alerts
- eTOC alerts are e-mail notifications delivered when new journal issues or online-ahead-of-print articles are published online. These alerts can support both banner and skyscraper ads.

<table>
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<td>Clinical Diabetes</td>
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<td>Diabetes Spectrum</td>
<td>4x/year</td>
<td>837</td>
<td>Diabetes educators and other health care team members</td>
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</table>

### Diabetes Core Update Podcasts
- The latest clinically relevant articles from the American Diabetes Association's four scholarly journals are featured monthly via audio podcasts.
  - The podcasts are FREE and each episode is approximately 15 minutes long and presents 5-6 recently published articles from the Association's journals—*Diabetes, Diabetes Care, Clinical Diabetes, and Diabetes Spectrum*.
  - Catering to the busy health care professional who has little time to review journal articles in depth, *Diabetes Core Update* podcasts focus on how the latest research and information published in the Association's journals are relevant to clinical practice and can be applied in a treatment setting.

**Diabetes Core Update**, the Association’s journal podcast for primary care physicians, is downloaded more than 75,000 times a year.
SOCIAL MEDIA & EVENTS

ADA’s broad social channels includes more 600,000 Facebook friends and nearly 100,000 Twitter followers. The recently launched “Diabetes Discovery” podcast is geared to a broad audience of people living with diabetes. Hundreds of our events are held throughout the United States every year. These events help raise critical funds, increase awareness about diabetes, and support the search for a cure.

**Informed audience.** Our readers seek news ways to live healthier. They are better informed about diabetes than most people and are active users of medication and innovative products, eager to read articles and advertisements in the social media environment.

**Engaged readers.** Our Social Media Network offers you meaningful connections to our audience. Medical researchers, physicians, consumers, and advocates trust the American Diabetes Association for cutting-edge news, information, and healthy lifestyle tips.

**Target millions**
The Association’s movement to end the devastating toll that diabetes takes on people across our nation. Millions have joined. Millions are waiting to hear from you.

**A year-round event**
This premier cycling, fundraising event happens year-round. We offer 80 rides, from a leisurely 12-mile family ride to a 100-mile “century” challenge, in 44 states with over 62,000 participants.

**Serving the community**
EXPO is a single-day, free to the public showcase event that brings together experts specializing in diabetes management and prevention to share information and resources for those who need it most.

**Go local, be National**
Step Out takes place in 125 cities nationwide. With more than 120,000 walkers, there are so many stories shared and so many people who care about our mission.
SPONSORSHIPS

A relationship with the Association can be one of a Corporate Sponsor’s strongest business assets. The American Diabetes Association develops customized opportunities that provide business solutions for its corporate sponsors. A relationship with ADA will not only build goodwill for a company and its brand, but will help build business as well.

Our supporters benefit from their American Diabetes Association affiliation because we:

■ Deliver a national platform with the local, grassroots touch points
■ Salute our sponsors as key players in the fight to stop, and thus, contributors to the defense of our vast audiences’ livelihoods
■ Position sponsors as providers of life-saving information, research, and tools for people living with diabetes and their families

National Strategic Partnership
■ Year-round National benefits
■ Special event or program
■ Diabetes Expos
■ Signage and Sampling
■ ADA’s “proud sponsor” logo

Special Event or Program Sponsorship
■ Step Out: Walk to Stop Diabetes
■ Tour de Cure: Cycling Events
■ Multicultural Events
■ Living with Type 2
■ Recipes for Healthy Living
■ Stop Diabetes

Cause Marketing
■ Donate a portion of your sales to the ADA
■ 3 – 12 month programs

Nationwide Team Sponsorships
■ Community outreach
■ Employee Teams
CONTACT US

Engage your target audience through our Media Network. Contact us today!

PRINT & DIGITAL ADVERTISING

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Office: 703-549-1500-Ext 2067

MEMBERSHIP
1-800-806-7801

We’re here for you!

You can trust us. This year marks the 76th year of the American Diabetes Association and our audience has been trusting us as their No. 1 resource of health-related information for decades.