



## Oriental Medicine Journal®

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# ratecard

*Oriental Medicine Journal is published seasonally based on the 5 Energetic Phases of Water (Winter), Wood (Spring), Fire (Summer), Earth (Late Summer), and Metal (Fall), as well as a "New Year Edition" issue commemorating one of the 12 animals of the Chinese Zodiac.*

### Subscription Data:

Published for Acupuncturists, herbalists, massage therapists, Oriental Medicine practitioners, medical doctors, and chiropractors, health care professionals, nutritionists, martial artists, qi gong and tai qi practitioners, students, and others interested in alternative health methods.

### Editorial Policy:

Editorial content focuses on herbalism, acupuncture, body work, qi gong, philosophy, translation, and other related aspects of Oriental Medicine. Continuous contact with practitioners determines subjects most relevant to their needs. All articles are written and reviewed by appropriate specialists and/or professionals. Graphic design and writing styles should suit our mission of offering educational and practical assistance to health-care specialists. The editors reserve the right to edit for content and length.

### Deadlines:

<b>New Years:</b>	Articles	<b>October 1</b>
	Ad Insertion	<b>January 2</b>
	Publication	<b>January 21</b>
<b>Water:</b>	Articles	<b>December 1</b>
	Ad Insertion	<b>January 16</b>
	Publication	<b>February 1</b>
<b>Wood:</b>	Articles	<b>February 1</b>
	Ad Insertion	<b>March 18</b>
	Publication	<b>April 1</b>
<b>Fire:</b>	Articles	<b>April 1</b>
	Ad Insertion	<b>May 19</b>
	Publication	<b>June 1</b>
<b>Earth:</b>	Articles	<b>June 1</b>
	Ad Insertion	<b>August 1</b>
	Publication	<b>August 15</b>
<b>Metal:</b>	Articles	<b>August 1</b>
	Ad Insertion	<b>October 15</b>
	Publication	<b>October 30</b>

### Requirement for Ad Clearance:

The publisher reserves the right to evaluate advertising copy in light of the journal's overall character and objectives. Advertising is evaluated by members of the editorial board to determine if it provides a service to health care professionals and is in good taste.

### Preferred Materials:

Digital layouts (submitted on disk or via e-mail) are required for all 4-color ads. All ads must be bordered with a minimum of .25 point border. See digital requirements below for disk and file type accepted.

### Digital Requirements:

We accept ads by e-mail to [omjournal@gmail.com](mailto:omjournal@gmail.com) (limit attachment to 4MB or less) or by disk. Mail to Oriental Medicine Journal, 6644 North Newgard, #3, Chicago, IL 60626.

### Disk Format:

**File Format:** PDF, Adobe Illustrator (eps), Photoshop (tiff). Every element in your ad must be provided, including all graphics, logos, photos, and fonts and be 300 dpi and cmyk. If no proof is supplied, the publisher will accept no responsibility for incorrect color balance. **Screen Dots per inch:** Halftones are 150 lines per inch.

### Miscellaneous:

**Oriental Medicine Journal**, its publisher, its editors, and its staff shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement has been accepted by **Oriental Medicine Journal**, due to government or governmental instrumentality (whether federal, state or local), strikes, accidents, work stoppages, fires, or any other similar or dissimilar circumstance beyond the control of **Oriental Medicine Journal**, its publisher, and its editors. OMJ's publisher and its editors shall not be responsible for errors in key numbers or any other typesetting done by or subcontracted by **Oriental Medicine Journal** or its staff.

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**4-Color Advertising Rate:**

	1x	3x	6x
<b>Full Page</b>	\$739	\$679	\$625
<b>Half Page</b>	\$370	\$340	\$328
<b>Third Page</b>	\$262	\$238	\$230
<b>Quarter Page</b>	\$200	\$284	\$175

**4-Color Premium Positions:**

	1x	3x	6x
<b>Inside Cover</b>	\$1200	\$1075	\$950
<b>4th Cover</b>	\$1550	\$1175	\$1050

**Website Advertising:**

**One Year Listing** - \$125 per month.  
Advertiser supplies logo for website.  
Oriental Medicine Journal will link logo  
to your website.

**Size:** 3.5 x 2

**Terms:**

Frequency rates are based on contract,  
which also guarantees rate protection for  
period of contract.

A finance charge of 2% per month will be  
applied on all past due balances. Rates are  
subject to change without notice.

