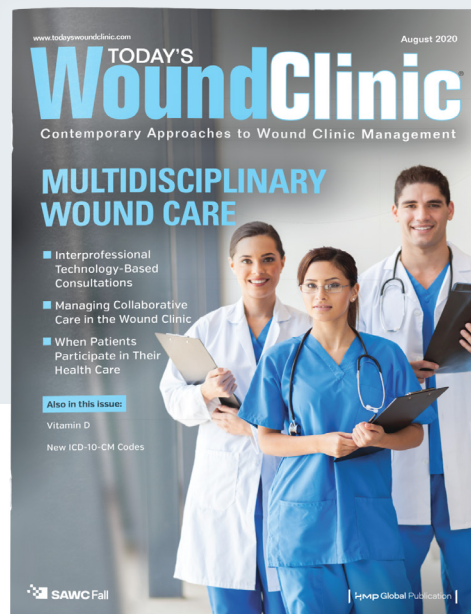


# TODAY'S WoundClinic®

Contemporary Approaches to Wound Clinic Management

Part of the  Wound Care Learning Network

## 2021 Rate Card & Specification Guide



### 2021 CIRCULATION

Program Directors	1,254
Medical Directors	1,426
Clinical Managers	689
Other	168
<b>Total</b>	<b>3,537</b>

TWC recipients include program directors, medical directors, and clinical directors of wound care centers and facilities.

### Coverage & Market

TWC is the only wound care journal dedicated to covering wound care in a clinic setting. TWC is a paid subscription journal.

### Issuance

**Frequency:** 12 times per year

**Issue date:** The second week of each month

Part of the  Wound Care Learning Network

The Wound Care Learning Network encompasses all of the wound care resources available through the auspices of HMP. Resource centers on wound care topics, journal articles, continuing education sessions, videos, posters, and information about national and regional conferences are housed in one readily searchable website.

[woundcarelearningnetwork.com](http://woundcarelearningnetwork.com)

### Staff

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AN HMP PUBLICATION

# Editorial Calendar

TWC will be published 12 times in 2021. This offers advertisers high-impact exposure to our readers.\*

## January

**Focus:** What Facilities and Practitioners Need to Know in 2021  
**Ads close:** December 11  
**Materials due:** December 18

## February

**Focus:** The Future of Telehealth  
**Bonus distribution:** Wound Clinic Business (WCB) Regional Meetings  
**Ads close:** January 15  
**Materials due:** January 22

## March

**Focus:** COVID-19: Where Are We Now?  
**Bonus distribution:** WCB Regional Meetings  
**Ads close:** February 15  
**Materials due:** February 22

## April

**Focus:** Reimbursement  
**Bonus distribution:** SAWC Spring and Wound Healing Society; WCB Regional Meetings  
**Ads close:** March 15  
**Materials due:** March 22

## May

**Focus:** Wound Clinic Without Walls  
**Bonus distribution:** WCB Regional Meetings  
**Ads close:** April 12  
**Materials due:** April 19

## June (Ad Study)

**Focus:** Pearls for the Wound Clinic  
**Bonus distribution:** American Podiatric Medical Association; Wound, Ostomy and Continence Nurses Society  
**Ads close:** May 14  
**Materials due:** May 21

## July

**Focus:** Data Management and Reporting  
**Bonus distribution:** Amputation Prevention Symposium  
**Ads close:** June 16  
**Materials due:** June 23

## August

**Focus:** Patient Assessment/ The Wound Detective  
**Bonus distribution:** WCB Regional Meetings  
**Ads close:** July 16  
**Materials due:** July 23

## September

**Focus:** Site of Service 11  
**Bonus distribution:** WCB Regional Meetings  
**Ads close:** August 13  
**Materials due:** August 20

## October

**Focus:** Revenue Challenges  
**Bonus distribution:** SAWC Fall  
**Ads close:** September 16  
**Materials due:** September 23

## November

**Focus:** Episode-Based Care  
**Ads close:** October 15  
**Materials due:** October 22

## December

**Focus:** Pearls for the Wound Clinician  
**Ads close:** November 12  
**Materials due:** November 19

\*Convention schedule may be subject to change.

# TWC Columns

## Business Briefs

Reimbursement and coding guru Kathleen D. Schaum, MS, discusses the latest news and trends.

## Let's Be Frank

TWC editorial board member Frank Aviles Jr., PT, CWS, FACCWS, CLT, offers real, honest advice for wound clinic program directors.

## Patient Handouts

These useful guides will help providers share healthcare and treatment information with their patients.

## Consultation Corner

Kathleen D. Schaum, MS, provides quarterly consultation advice for common problems in wound clinics.

## Reader Reports

TWC gives voice to readers by polling them regularly on relative wound care topics and publishing our findings.

## HIPAA Privacy & Security

These regularly occurring columns share the latest in HIPAA news and policy that affects wound clinics.

## CMS News Center

This regularly occurring column will keep providers and program directors informed on current news from the Centers for Medicare & Medicaid Services.

## Facility in Focus

Schedule a visit from the TWC editorial team and let us profile your facility and wound care staff.

## Legal Counsel

TWC recruits legal experts to cover various litigious topics impacting wound care providers.

## From the Editor

TWC editors provide opinions related to industry by addressing hot topics and trends in wound care.

## Wound Care Around The World

This exclusive column highlights the state of wound care from a global perspective as seen through the eyes of wound care providers.

# Display Advertising Rates/ Mechanical Requirements

## 2021 ADVERTISING RATES

	1 Page	1/2 Page
1x	\$3,120	\$2,035
6x	\$2,855	\$1,870
12x	\$2,750	\$1,795
24x	\$2,480	\$1,610
36x	\$2,385	\$1,550
48x	\$2,265	\$1,480
72x	\$2,020	\$1,310
96x	\$1,905	\$1,245

## Cover Tip

\$7,500

## Color Rates

Four-color rate per page: \$1,350

For pricing on special color combinations, please call the publisher or sales representatives.

## Cover and Premium Positions

Cover 2: 35% premium

Cover 3: 25% premium

Cover 4: 50% premium

Print Table of Contents: 25% premium

Online Table of Contents: 25% premium

From The Editor: 20% premium

## AD SIZES

	Trim Size	Bleed Size
Full Page	7.875" x 10.75"	8.125" x 11"
Spread	15.75" x 10.75"	16" x 11"
1/2 page vertical	3.75" x 10.75"	4" x 11"
1/2 page horizontal	7.875" x 5.375"	8.125" x 5.625"

## Publication Trim Size

7.875" x 10.75"

## Mechanical Requirements

- ▶ Allow .125" trim on all four sides for full bleed ads.
- ▶ Allow .25" safety margin on all four sides to clear trim.

## Paper Stock

Text: 60 lb. coated text

Cover: 100 lb. UV coated, text weight

## Type of Binding

Saddle stitched

## Cover Tips

The following specs apply if HMP will be printing the cover tip.

### Front panel

Trim size: 7.625" wide x 7.75" high (maximum height), 5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7.125" wide x 7.25" high

### Back panel

Trim size: 7.625" wide x 7.75" high (maximum height), 5" high (minimum height)

Bleed size: 7.875" wide x 8" high

Safety area: 7" wide x 7.25" high (.375" glue strip)

## Insert Sizes

Standard inserts: Call for specs.

Minimum stock weight is 70 lb. text;

Maximum weight is 100 lb. text

Quantity: 4,000 (includes spoilage)

Trimming: Ads and inserts: .125" off head and foot and .125" off face and bind edge. Live matter should be kept .25" inside final trim size of 7.875" x 10.75".

### Ship all inserts to

LSC Communications, Attn: *Today's Wound Clinic*

13487 S. Preston Highway,

Lebanon Junction, KY 40150-8218

877.468.1970

Each carton must be identified with the publication's name, issue date, and quantity.

## Submitting Ad Materials

Digital ad files must be submitted at [hmpglobal.com/ads](http://hmpglobal.com/ads).

To submit your ad, please complete the required fields and select the desired magazine and issue date from the drop-down menu. Next, upload the PDF/x-1a file and click "submit"

PDF/x-1a is HMP's accepted ad file format. A PDF/x-1a is an industry-standard term referring to a refined, press-ready, universally accepted PDF file created from a desktop publishing application.

### HMP's PDF/x-1a file specifications at a glance:

- ▶ Fonts must be embedded.
- ▶ Images and colors should be color mode CMYK or grayscale, never RGB or LAB color modes.
- ▶ All files must be CMYK. Spot colors or RGB will be automatically converted by HMP. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK.
- ▶ Please specify if a PMS color is required. For pricing on special color combinations, please contact the publisher or sales representative.
- ▶ Maximum total ink density is 300%.
- ▶ Resolution must be 300 dpi for four-color or grayscale images.
- ▶ Resolution must be 1200 dpi or higher for bitmap images.
- ▶ The only acceptable ICC profile is U.S. Web Coated (SWOP) v2, or none should be applied.
- ▶ .125" bleed must be provided on all sides for bleed ads.
- ▶ Crop and/or registration marks should offset a minimum of .125".
- ▶ Transparency attributes need to be flattened when exporting the PDF.
- ▶ Ad should be supplied at the correct trim size.

### If you have questions regarding material submission, contact

Karen Copestakes, Art Director

[kcopestakes@hmpglobal.com](mailto:kcopestakes@hmpglobal.com) | 610.560.0500 or 800.237.7285 x4269