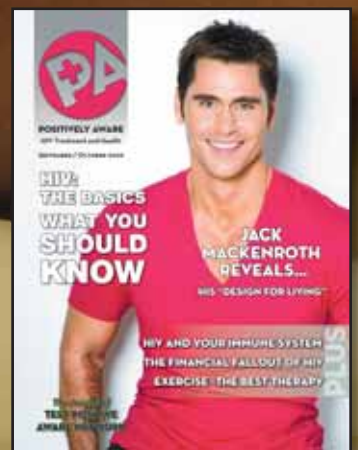
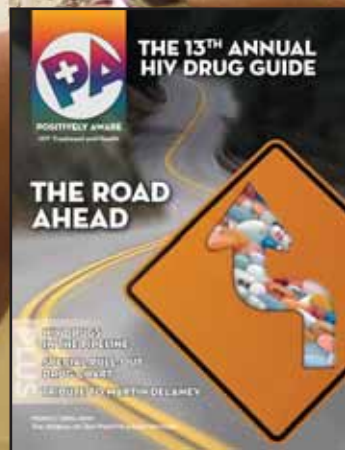




POSITIVELY AWARE MEDIA KIT 2010

The Journal of
**TEST POSITIVE
AWARE NETWORK**



YOUR GUIDE TO HIV TREATMENT AND HEALTH

POSITIVELY AWARE AND TPAN

Positively Aware (PA) is a not-for-profit HIV/AIDS treatment journal published by Test Positive Aware Network (TPAN), a 501(c)(3), not-for-profit AIDS Service Organization (ASO) in Chicago. TPAN, now in its 23rd year, is one of Chicago's most respected and trusted ASO's. No other national HIV/AIDS publication is produced by a not-for-profit AIDS Service Organization.

OUR MISSION

To make *PA* the most trusted community resource for accurate, up-to-date treatment information and related news for people living with HIV/AIDS and their advocates.

EDITORIAL

PA focuses its editorial content on accurate, up-to-date treatment information for people living with HIV/AIDS and their circle of caregivers. *PA* covers, in detail, all of the most important medical conferences, including Retrovirus, ICAAC, and the International AIDS Conference. *PA* is a tool for educating and empowering those living with HIV/AIDS to advocate for their health care. *PA* is written for people with HIV. However, it is also an educational tool for many HIV caregivers and helps to provide their clients with the best treatment information available.

CONTRIBUTING WRITERS

PA's contributing writers and columnists are professionals in the field of HIV/AIDS, many of whom volunteer their writing services to *PA* and the HIV community, including top tier HIV specialist physicians from around the country, people living with HIV, and their advocates. For these reasons, *PA* remains one of the most trusted, accurate, and responsible HIV treatment resources.

ANNUAL HIV DRUG GUIDE

The *Positively Aware* Annual HIV Drug Guide is our most popular issue, and features a page-by-page guide to all FDA approved antiretroviral drugs currently on the market, and those nearing approval. Included are tips on how to use the drugs, side effect and drug interaction charts, a 3-page pull-out color drug chart, and insightful comments on each drug from both a nationally respected HIV physician plus a community advocate. Printed on coated stock paper; guaranteed minimum press run of 100,000.

PA EDITORIAL CALENDAR 2010

January/February, 2010	Access to Care—healthcare reform; care in non-urban settings Plus: ICAAC Conference Update
March/April, 2010	The 14th Annual HIV Drug Guide
May/June, 2010	Mental Health—Stigma, substance abuse, depression Plus: Retrovirus Conference Update
July/August, 2010	Healthcare and Power Disparities in People of Color
September/October, 2010	Working Towards a Cure—Immune-based therapies & eradication
November/December, 2010	Prevention—PrEP and PEP update; treatment as prevention Plus: World AIDS 2010—Vienna Conference Update World AIDS Day coverage
January/February, 2011	ICAAC Conference Update



CIRCULATION - 85,000

Rates are based on a guaranteed minimum press run of 85,000 copies.

SUBSCRIPTIONS

- 10,000 copies are sent to individual subscribers (both donors and free subscribers).
- 1,500 copies are sent to members of the American Academy of HIV Medicine.
- 1,500 issues are sent to media outlets, journalists, HIV/AIDS advocates, advertising agencies, and pharmaceutical companies.

BULK DISTRIBUTION NETWORK

- 62,000 copies are shipped to over 1,400 community-based HIV/AIDS service and other community health organizations, counseling centers, religious-based networks, private HIV practices, specialty pharmacies, and departments of corrections.
- 7,000 issues are sent to over 200 other venues including bars, restaurants, bathhouses, and bookstores.
- 3,000 issues are reserved for HIV/AIDS conferences, meetings, and special events.

BONUS DISTRIBUTION

Walgreens Pharmacy—*Positively Aware* is distributed at all Walgreens HIV-specialty pharmacies within the U.S. *Positively Aware* is also distributed at Walgreens exhibitor booths at a variety of medical conferences held throughout the year.

AAHIVM—Individual subscriptions are distributed free of charge to all HIV Specialists who are members of the American Academy of HIV Medicine (AAHIVM). In addition, bulk shipments of *Positively Aware* are offered for free to all members of the academy for distribution in doctors' offices and clinics. *Positively Aware* also collaborates with AAHIVM on a popular column regularly featured in the magazine, "Ask the HIV Specialist," in which AAHIVM-accredited HIV Specialists answer questions submitted by readers about HIV and its treatment.

Conferences—*PA* is represented and distributed at many major HIV/AIDS conferences, including the United States Conference on AIDS (USCA).

	1X	3X (less 5%)	6X (less 15%)
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Full Page

2/3 Page

1/2 Page

Call for pricing

PA RATES FOR SPECIAL POSITIONING

4th Cover (Back)

2nd Cover (Inside Front)

3rd Cover (Inside Back)

Guaranteed Positioning

Call for pricing

PA ANNUAL HIV DRUG GUIDE RATES

	1X	3X (less 5%)	6X (less 15%)
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Full Page

2/3 Page

1/2 Page

Call for pricing

PA RATES (NOT-FOR-PROFIT 501C3)

	1X	3X (less 5%)	6X (less 15%)
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Full Page

2/3 Page

1/2 Page

Call for pricing

WEBSITE ADVERTISING

Contact your representative for special charter pricing.

WEBSITE AD SIZES

Leaderboard 728 x 90

Banner 428 x 60

Square 250 x 250

Button 125 x 125



PAGE DIMENSIONS

Size	Non-Bleed		Bleed	
	Wide	Deep	Wide	Deep
Cover			8 1/2	11
Trim Size	8	10 1/2		
Full Page	7	9 1/2	8 1/2	11
2/3 Page	4 5/8	9 1/2	4 5/8	11
1/2 Page (H)	7	4 5/8	8 1/2	4 5/8
1/2 Page (V)	3 3/8	9 1/2	3 3/8	11

SPREAD DIMENSIONS

	Wide	Deep
Live Area	15 (Less 1/2 in for center gutter)	9 1/2
Trim	16	10 1/2
Bleed	16 1/2	11

PA 2010 CLOSING DATES

Issue	Space	Materials	Release Date
Jan/Feb 2010	11/06/09	11/20/09	12/31/09
Mar/Apr 2010	01/08/10	01/22/10	02/26/10
May/June 2010	03/12/10	03/26/10	04/30/10
Jul/Aug 2010	05/07/10	05/21/10	06/30/10
Sep/Oct 2010	07/09/10	07/23/10	08/31/10
Nov/Dec 2010	09/10/10	09/24/10	10/29/10
Jan/Feb 2011	11/06/10	11/19/10	12/31/10

MECHANICAL REQUIREMENTS

Method: Web Offset

Trim: 8 x 10 1/2

Binding: Saddle stitch

For all bleed materials, keep live area 1/2 in. from head, face and foot; bleed edge with 1/2 in. from spine to allow for trimming and variations in folding and binding. On spreads, keep live area 1/2 in. from each side of centerline to prevent hiding live matter in binding. Standard Web Offset Printing (SWOP) standards must be met for advertising material. Avoid small 4 color text and small text reversed out of a 4 color area. Avoid 4 color black (heavy coverage can cause ink tracking on web press).

Preferred Formats: PDF (PDF/X-1a:2001). Will also accept InDesign CS3 (include fonts and images), Illustrator CS3 EPS (fonts converted to outlines), Photoshop CS3 TIFF. **All files must be in CMYK color mode.** JPEG and GIF will not be accepted. Please contact PA if your materials are in a different format. We prefer Macintosh platform files.

Media: CD or film with press match/proof. No media will be returned unless requested. Electronic delivery via email or FTP is available with prior arrangement.

ADDITIONAL ADVERTISING OPPORTUNITIES

Inserts and Cover Wraps: Contact your sales representative for additional information.

Website Advertising: Web banner advertising opportunities are available on our website, as well as our weekly *Positively Aware* E-mail Update newsletter. Call for more information.

CONTACT INFORMATION

Mail: Advertising Sales Representative
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**TEST POSITIVE
AWARE NETWORK**

