

DISEASES OF THE COLON & RECTUM

4,280

Total Subscribers

1,898,165

Surgery (Specialty) Average Monthly Visits

Website

<http://DCRjournal.com/>

Content Focus

Diseases of the Colon & Rectum is the world's leading publication in colorectal surgery, ranking in the top 17% of all peer-reviewed surgery journals. *DC&R* is the recognized authority on conditions affecting the colon, rectum, and anus, publishing original articles, reviews, short communications, book reviews and society news. For more than fifty years, *DC&R* has been the journal of choice among colorectal surgeons and gastroenterologists for the transfer of both medical and surgical knowledge and information in this highly specialized field. General surgeons, colorectal surgeons, gastroenterologists, surgical oncologists and oncologists worldwide rely on *DC&R* online, or its monthly print edition, to keep pace with all the advances in this rapidly-evolving and changing discipline.



Organizational Affiliation

Official Journal of the American Society of Colon and Rectal Surgeons

Editor-in-Chief

Susan Galandiuk, MD

Frequency

12 issues per year

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

	US	ROW	TOTAL
Total Subscribers	3,127	1,153	4,280
Print Circulation	3,110	535	3,645
Online-Only Circulation	17	618	635

Digital Audience Engagement

	US	ROW	TOTAL
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	US	ROW	TOTAL
Surgery (Specialty) Average Monthly Visits	817,415	1,080,750	1,898,165
Surgery (Specialty) Average Monthly Page Views	1,508,936	2,180,486	3,689,422

Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$3,375	\$2,165	\$2,860	\$1,650
6 x	\$3,300	\$2,090	\$2,785	\$1,575
12 x	\$3,220	\$2,010	\$2,730	\$1,520
24 x	\$3,100	\$1,890	\$2,635	\$1,425
36 x	\$3,035	\$1,825	\$2,580	\$1,370
48 x	\$2,960	\$1,750	\$2,530	\$1,320

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-page: 2 times earned B/W (PI) page rate

4-page: 4 times earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

Full Page	1/2 Page	1/4 Page	1/8 Page
\$4,510	\$3,090	\$2,050	\$1,325

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your [Sales Representative](#) for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/16/2021	11/19/2021	11/30/2021	11/30/2021	12/17/2021
February	12/14/2021	12/17/2021	12/27/2021	12/27/2021	1/18/2022
March	1/20/2022	1/25/2022	2/1/2022	2/1/2022	2/18/2022
April	2/10/2022	2/15/2022	2/22/2022	2/22/2022	3/11/2022
May	3/17/2022	3/22/2022	3/29/2022	3/29/2022	4/15/2022
June	4/14/2022	4/19/2022	4/26/2022	4/26/2022	5/13/2022
July	5/16/2022	5/19/2022	5/26/2022	5/26/2022	6/15/2022
August	6/14/2022	6/17/2022	6/27/2022	6/27/2022	7/15/2022
September	7/19/2022	7/22/2022	7/29/2022	7/29/2022	8/17/2022
October	8/17/2022	8/22/2022	8/29/2022	8/29/2022	9/16/2022
November	9/15/2022	9/20/2022	9/27/2022	9/27/2022	10/14/2022
December	10/18/2022	10/21/2022	10/28/2022	10/28/2022	11/16/2022

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	15"	x	10"	16 1/2"	x	11 1/8"
Full page:	7"	x	10"	8 3/8"	x	11 1/8"
1/2 page horizontal:	7"	x	4 7/8"	8 3/8"	x	5 3/8"
1/2 page vertical:	3 7/16"	x	10"	4 3/16"	x	11 1/8"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/4"	x	9 7/8"
1/2 page horizontal:	7 1/4"	x	4 3/4"
1/2 page vertical:	3 1/2"	x	9 7/8"

Non-Bleed Size

	Width		Height
1/4 page:	3 1/2"	x	4 3/4"
1/8 page:	3 1/2"	x	2 1/8"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Sample of insert must be submitted to Sales Representative for approval.

Sizes: 2-page insert: 8 1/2" x 11 1/4"; 4-page insert: 17" x 11 1/4" (before folding) Keep live matter 1/4" from trim. All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded.

Paper Stock: Maximum 80 lb. Gloss.

Quantity: Consult Production Associate.

Packing Instructions: Carton packing preferred with quantity, publication, and issue clearly indicated.

Shipping Address: Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Contact Us

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