

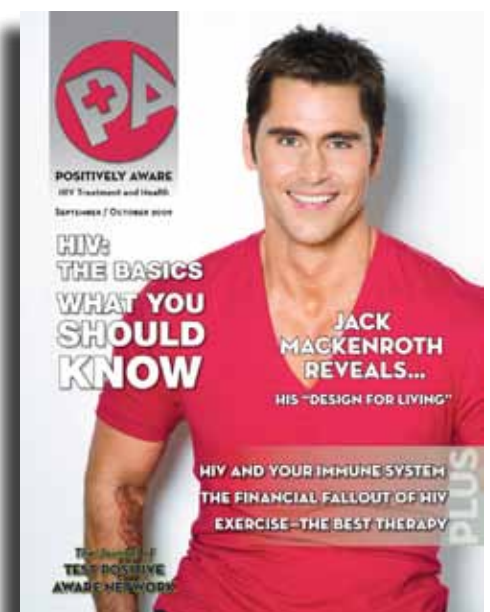
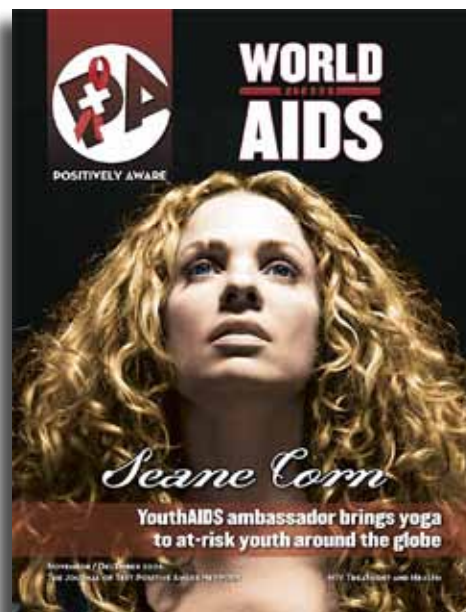


POSITIVELY AWARE
THE HIV TREATMENT & HEALTH JOURNAL OF
TEST POSITIVE AWARE NETWORK



Now in its 21st year, Positively Aware is one of the most trusted and respected HIV treatment journals. And no other national HIV publication is published by a not-for-profit AIDS service organization. Written for people with HIV, PA is a tool for educating and empowering those living with HIV/AIDS to advocate for their health care.

See why it's an effective vehicle for your message.



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.**

CIRCULATION: 85,000

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 copies** are sent to **media outlets**, journalists, HIV/AIDS advocates, advertising agencies, and pharmaceutical companies.

BULK DISTRIBUTION

- **62,000 copies** are shipped to **over 1,400 community-based organizations and institutions**; HIV/AIDS service and other community health organizations, counseling centers, religious-based networks, private HIV practices, specialty pharmacies, and departments of corrections.
- **7,000 copies** are sent to **over 200 other venues** including bars, restaurants, bathhouses, and bookstores.
- **3,000 copies** are reserved for **HIV/AIDS conferences, meetings, and 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: POSITIVELY AWARE is represented and distributed at many major HIV/AIDS conferences, including the United States Conference on AIDS (USCA).



Editorial calendar

Advertising calendar

	reserve space by	submit materials by	issue released
January/February 2010 issue Access to Care: Healthcare reform, care in non-urban settings. Plus, ICAAC Conference Update.	November 6, 2009	November 20, 2009	December 31, 2009
March/April 2010 issue The 14th Annual HIV Drug Guide	January 8, 2010	January 22, 2010	January 26, 2010
May/June 2010 issue Mental Health: Stigma, substance abuse, depression. Plus: Retrovirus Conference Update.	March 12, 2010	March 26, 2010	April 30, 2010
July/August 2010 issue Healthcare and Power Disparities in People of Color	May 7, 2010	May 21, 2010	June 30, 2010
September/October 2010 issue Working Towards a Cure— Immune-based therapies and eradication	July 9, 2010	July 23, 2010	Aug. 31, 2010
November/December 2010 issue Prevention—PrEP and PEP update; treatment as prevention. Plus, Vienna Conference Update.	September 10, 2010	September 24, 2010	September 29, 2010
January/February 2011 issue ICAAC Conference Update.	November 6, 2010	November 19, 2010	December 31, 2010

MECHANICAL REQUIREMENTS

POSITIVELY AWARE is printed on a Web offset press, and saddle stitched; finished trim size is 8" x 10.5 inches. For all bleed materials, keep live area .5 inches from head, face and foot; bleed edge with .5 inches from spine to allow for trimming and variations in folding and binding. On spreads, keep live area .5 inches 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 four-color text and small text reversed out of a four-color area. Avoid four-color black.

Preferred formats: PDF (PDF/X-1a:2001). Also accepted: pre-flighted Adobe InDesign CS4 files (include fonts and images), Illustrator CS4 EPS files (fonts converted to outlines), and Photoshop CS4 PSD or TIFFs. Mac files preferred. **All files must be in CMYK color mode. JPEG and GIF files will not be accepted.**

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.

AD SIZES

	NON-BLEED		BLEED	
	wide	deep	wide	deep
Cover			8.5"	11"
Trim size	8"	10.5"		
Full page	7	9.5	8.5	11
Two-thirds page	4.25	9.5	4.625	11
Half-page (horizontal)	7	4.625	8.5	4.625
Half-page (vertical)	3.375	9.5	3.375	11
Spread	15	10	16.5	11

Spread live area is 15" (less .5" inch for center gutter) wide, by 9.5" deep.



Call for rates, sizes, and additional advertising opportunities.
Website advertising also available.

**Contact Jessie Mott
(773) 989-9400, extension 235**

