

MERIDIANS

The Journal of
Acupuncture and
Oriental Medicine

Advertising Information

Meridians: The Journal of Acupuncture and Oriental Medicine (MJAOM) is a peer-reviewed scientific journal, published quarterly for the acupuncture and Oriental medical community as well as the public and practitioners of other kinds of medicine. MJAOM welcomes papers from published and first-time authors on aspects of acupuncture and Oriental medicine including original research, education, clinical practice, case studies, meta-analyses, business practice, policy, ethics, law, history and culture, nomenclature, translations and related disciplines.

Editor in Chief

Jennifer Stone, LAc

Email: jstone@meridiansjaom.com

Associate Editor, Business and Advertising Manager

Lynn Eder, MFA

Email: leder@meridiansjaom.com

www.meridiansjaom.com

Meridians: JAOM

PO Box 188331

Sacramento, CA 95818-4007

Circulation

MJAOM is available online as a downloadable **PDF** to all members of **all AOM state organizations**. This number is estimated to be 4800-5000 and growing. Both print and online issues are available through paid subscription by all AOM school libraries such that over 6000 faculty and students can access the journal.

Print issues are available to all paid subscribers. These subscribers include:

Licensed acupuncture and Oriental medicine practitioners

AOM students through their school libraries

AOM educators and researchers

Databases: We are actively pursuing inclusion in appropriate databases; this info will be updated.

Publically accessible issues are available at www.meridiansjaom.com.

Benefits of Advertising in Meridians: The Journal of Acupuncture and Oriental Medicine

- Our readership primarily consists of AOM practitioners who, by virtue of membership in their state AOM organization, value learning about topics, products, and resources relevant to their profession.
- Our readership makes purchasing decisions regarding stocking their clinics; they are able to keep their education current through information obtained in this publication.
- Our readership knows the value of acquiring a doctoral level AOM education and appreciates information regarding academic institutions that advertise in this publication.

Rate Information

See the MJAOM Advertising Contract for prices of all ad types.

A 10% discount is given for each ad when 4 are contracted for a consecutive 12 month period.

To pay for four consecutive issues in advance, please contact Lynn Eder, leder@meridiansjaom.com, otherwise ads will be invoiced when each issue is produced.

MJAOM Advertising Terms

1. MJAOM will invoice the advertiser upon publication of each issue. Invoice will be emailed to the advertising contact person.
2. One tear sheet will be sent as proof of insertion. Online access to the issue will be provided.
3. Full payment is due within 30 days from date of invoice. Payment becomes delinquent 10 days after due date.
4. Delinquent accounts will be restricted from advertising until accounts are paid in full.
5. New advertisers may be invoiced upon receipt of ad to be used rather than after publication of the ad.
6. MJAOM reserves the right to reject, request revision or cancel any ad at any time.
7. In case of cancellations or changes in insertion agreement after the closing date for ads, the advertiser is liable for payment in full.
8. All advertisers will be notified by email 3-4 weeks prior to submission deadline to submit new ad. If a previously used ad will be repeated, advertisers will inform MJAOM of this. If a new ad will be used, advertisers must inform MJAOM of this by that deadline. New ads must be received by MJAOM by the due date. If there will be any kind of delay in receipt of a new ad, the advertiser must contact MJAOM in a timely manner.
9. Multiple-insertion orders will run in consecutive issues unless otherwise agreed upon in writing with MJAOM.
10. Rate increases will not occur during course of an ad contract.
11. Errors must be reported to MJAOM within 30 days of publication. No allowance is granted for errors that do not materially affect the value of an advertisement.
12. MJAOM is not responsible for missing or distorted text or graphics or any other ad errors supplied via electronic media unless both a complete electronic file meeting MJAOM's technical specifications and a full color proof are provided in advance of the due date.
13. All artwork produced by MJAOM remains the property of MJAOM.
14. No advertising space will be sold by MJAOM for the purpose of resale.
15. Advertisers will be held liable for damages or any court judgment for invasion of privacy, libel, copyright violation, or trademark or patent infringement contained in any advertisement that appears in MJAOM on the advertiser's behalf.
16. Advertisers liability shall include MJAOM's defense costs should any legal action be brought as a result of any such action resulting from any advertising published in the journal.
17. The advertiser and agency or person preparing or placing the advertisement each agrees to indemnify and hold MJAOM harmless from all liabilities and damages, and related costs and expenses, including reasonable attorney's fees resulting from publication of any advertisement of the advertiser.