

# LIVESTRONG QUARTERLY: ADVERTISING RATES & SPECIFICATIONS

## 2011 Gross Rates

	1x (Open)	2x (10%)	4x (20%)
Four-Color Full Page	\$ 39,000	\$ 35,100	\$ 31,200
Inside Front - 2nd Cover	\$ 46,800	\$ 42,120	\$ 37,440
Inside Back - 3rd Cover	\$ 48,750	\$ 43,875	\$ 39,000
Back Cover - 4th Cover	\$ 50,700	\$ 45,630	\$ 40,560

**Effective:** Winter 2009 Issue. **Frequency:** Quarterly. **Guaranteed Rate Base:** 1,150,000 (print & digital).

### Nonprofit Discounts

Nonprofit organizations which qualify may take an additional 45% off the earned volume discount rate.

### Billing Information

All advertising will be billed at the open rate unless a contract is signed and accepted by the advertiser and/or the agency of record and SPOT ON media.

No bleed charge. Special color rates are available on request.

Rates and production specifications for gatefolds are available upon request.

Commission is 15% to agencies. These rates and all advertising transactions are subject to SPOT ON media's advertising terms and conditions.

**SPOT ON media**  
A Custom Publishing Agency

### TECHNICAL SPECIFICATIONS

**Preferred file type:** PDF/X-1a, 1 file per page (will accept PDF).

**General specifications for creating PDFs:**  
Fonts: Type 1 PostScript or OpenType fonts. Embed all fonts. Avoid TrueType and Multiple Master fonts.

**Images:** 200-300 dpi CMYK and grayscale only (no RGB or LAB). TIFF and EPS graphics only (no PICT, GIF, JPEG, etc.).

**Compression:** Use ZIP 8-bit only, avoid JPEG and LZW.

**Color Space:** CMYK and grayscale only, no RGB or LAB.

### PAGE SETUP:

**Trim Size:** 9" x 10.875".  
**Bleed Size:** 9.25" x 11.125".

**Registration:** Select center for page positioning. Center registration marks at a 12 point offset.

**Binding:** Perfect bound

**Full Page Non Bleed:** 8" x 10" vertical.

*“Unity is strength, knowledge is power, attitude is everything”*

## Biofeedback's New Buzz

*Beyond mind-body cardio medicine, mainstream doctors now embrace techniques in migraine, sleep, and (at times) cancer-related treatments.*

BY TODD BALE

With a lens or six-high-speed camera trained on her forehead in the University of Delaware's McKay Lab, she is trying, about to blink, to get out of some pain. As a fluorescent monitor displays her blink rate, she has had a premonition that she is about to blink—she has a “blink” like her. She notices her blink spikes by “blinking” her eyes. “I know exactly what’s going on,” she says. “I’m in control.”

The Delaware pilot study, which has produced consistently strong results in helping patients with specific chronic migraines, is one of the latest examples of the expanding, spiraling field of biofeedback. Once perceived almost exclusively as a relaxation and complementary health technique, biofeedback for practitioners that it is increasingly being deployed for a host of specific conditions, everything from insomnia to athletic performance to postoperative assistance in prostate cancer patients.

“The field has taken leaps and bounds of late,” says Carmen Rommelle, Ph.D., the president-elect of the Association for Applied Psychophysiology and Biofeedback ([www.aapp.org/consumers.html](http://www.aapp.org/consumers.html)).

“And that’s because there’s a lot of data to support the efficacy of biofeedback for specific conditions.” Translational, feasible research in proving it works. In the 2008 publication *Evidence-Based Practice in Biofeedback and Neurofeedback* (AHR), authors Carolyn Yucha, Ph.D., and David Montgomery, Ph.D., list dozens of biofeedback-related disorders with prospects for long-term success. In their review the most comprehensive supporting evidence—caring a fever and fire rating of a possible 100—centers on conditions like anxiety, attention deficit disorders, and headaches.

Both clinical and research successes have evolved as more sophisticated and flexible instrumentation has appeared. Biofeedback depends on accurately communicating sensitive physiological data to patients—such things as heart rate and skin temperature—which in turn allows them to respond in a positive direction. Given that the high-speed motion analysis machine at the University of Delaware and software programs that use finger sensors connected into one’s own home computer offer significant advances over first-generation studies, (see sidebar)

The scope of the new biofeedback-based “apps” is very broad.

- **Endless soccer possibilities:** AC Milan credits biofeedback sessions with its players—guided sessions in which they control heart rate via a range of game-experience events—for reliably improving big game performance. In a track-out gym dubbed the Mind Room, the

players watch themselves fall on film, so they can practice “against” physiological data that shows an unhealthy rise in heart rate.

- **Migraine biofeedbacks are being treated via neurofeedback, also called EEG (electroencephalogram) biofeedback.** Psychologist Deborah Rubin, Ph.D., for one ([www.cancercenter.com](http://www.cancercenter.com)), has used scalp sensors and monitors to track and redirect brain waves related to severe migraines. (Note: as a severe protocol, neurofeedback is less likely than biofeedback to be reimbursed by major health insurers.) Like most EEG protocols, the migraine biofeedback is gradually reduced as patients gain more control and practice over-reactions themselves.

Yucha and Montgomery are authors of *The Last River, The Darker Jungle and Major, a Final Battle, a White Eye, and the Fight to Be the World’s Fastest Human Being* (Crown).



**BIOFEEDBACK FOR KEEPS**

**How they see dot-tested, higher-tech ways to help get the most out of body-mind medicine and modern biofeedback.**

■ **Sleep and anxiety:** The Smart Wizard is a sensor-equipped laptop device that connects via the Internet and tracks your heart rate variability in real time. ([www.biocomtech.com/biofeedback/](http://www.biocomtech.com/biofeedback/))

■ **Prostate cancer, urinary incontinence:** At Case Western Reserve University in Cleveland, Amy Zhang, Ph.D., combines biofeedback machines with pelvic floor muscle exercises and support groups. Initial findings suggest better urinary control among recruitment patients. (216-368-0968 or 216-368-4700, <http://cancercontrol.cancer.gov/grants/about.asp?app=72619400>)

■ **Better sleep:** Frazzled insomnia patients find relief with the CBR 2 device (Thought Technology, [www.thoughttechnology.com/giitem](http://www.thoughttechnology.com/giitem)), which enables them to track and respond to tension cues that foil sleep. Also helps sufferers to relax, improve their circulation, and respond to skin temperature changes via skin pores.

