



Physician Recruitment Advertising



2012

Rate Card
Number 19B

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Overview

Effective Recruitment Solutions for a Time of Transformation

Your organization has worked hard to develop and maintain a coherent institutional branding strategy. AMA periodicals' considerable reach and frequency can efficiently deliver consistent messaging to your target audience, helping to position your facilities appropriately, so that physicians are ready to apply when the right opportunity opens up.

Immediate needs can become the focus of your daily activity, so in addition to traditional print and branding channels, we offer online tools to help you post and publicize vacancies "same day," to connect with physicians who are available and interested in relocating.

Flexible Online Posting Options

- Single job postings of 30, 60, and 90 day durations
- Multi-job value packs that you can deploy all at once or use over time
- Self-managed slots and volume based site wrapping, for ongoing need
- Employer profiles and listing enhancements to increase visibility
- Banner ads on AMA corporate, publication specific, and careers sites

JAMA Career Center Traffic Statistics

Site Metric	Current	Change
Visits	27,073	+54%
Pageviews	91,773	+29%
Average Time on Site	02:23	-12%
Mobile Visits	1,735	+367%

Reporting period: Jan-Sep 2011 vs Jan-Sep 2010

Value, Service and Convenience

The sales team at JAMA Career Center is ready to apply considerable depth of practical experience with print and online media to your recruiting program. Staff knowledge spans the healthcare, advertising, and telecommunications industries, bringing not only media planning but also client and agency perspectives to the equation. Helping your organization apply the right tools and a total commitment to attaining your goals is our number one job.

Print Advertising Options

JAMA & Archives Journals constitute a truly unique family, promoting the science and art of medicine and the betterment of public health. Each journal has an independent editor, editorial board, mission, and readership, but all work collectively to address issues at the forefront of medical publishing. The *JAMA & Archives Journals* imprimatur is much more than a brand; it is a symbol of integrity and commitment to the evolving needs of readers.

American Medical News covers professional, social, economic and policy issues in medicine. It has a large national readership that cuts across geographic regions, practice settings and medical specialties. Its reporting, writing and design have won prestigious newspaper industry awards. *Disaster Medicine and Public Health Preparedness* is a comprehensive peer-reviewed journal emphasizing public health preparedness and disaster response.

Qualified Circulation, July 2011

Publication	Circulation
JAMA: The Journal of the American Medical Association	301,983
Archives of Dermatology	11,517
Archives of Facial Plastic Surgery	2,458
Archives of General Psychiatry	27,750
Archives of Internal Medicine	60,402
Archives of Neurology	10,484
Archives of Ophthalmology	11,334
Archives of Otolaryngology – Head & Neck Surgery	9,368
Archives of Pediatrics & Adolescent Medicine	17,453
Archives of Surgery	14,217
American Medical News	213,107
Disaster Medicine and Public Health Preparedness	299

Includes benefit of membership, paid, and controlled circulation where applicable; excludes complimentary copies.



Editorial Profile

Since 1883, physicians and health care professionals worldwide have turned to **JAMA** for ground-breaking research and insightful commentary. By publishing a diverse range of important, well documented, peer-reviewed original articles, it provides readers with continuing education in clinical and basic science. Among the most frequently cited medical journals, **JAMA** is a leader in promoting scientific integrity, shaping the future of medicine and public health.

Print Circulation

Annual Print Frequency	48 x	
Total Qualified	301,983	July 2011

With the largest circulation of any medical journal in the world, **JAMA** is received each week by physicians in virtually every specialty and practice setting. Besides AMA members from a full array of specialties, it is circulated to the majority of MDs and DOs in core specialties. For details, see the latest circulation statement.

Word Advertising Rates

Per Word, Per Insertion	1 x
Regular	\$6.35
Bold	\$7.15

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$6,905
2/3 Page	6,085
1/2 Page	4,490
1/3 Page	3,645
1/4 Page	2,545
1/6 Page	1,880
Column Inch	460

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to our specifications. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to black & white display rates and word advertising. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Combination Buys

When you have a recruiting challenge or need to boost visibility for an opening, our combos provide extra reach and frequency at exceptional savings. See page 10 for details.

Online Posting

JAMA recruitment ads appear online concurrent with print at no additional charge. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.

Issue and Closing Dates

Issue	Deadline
Jan 04	12/09/11 •
Jan 11	12/15/11 •
Jan 18	12/22/11 •
Jan 25	01/03/12 •
Feb 01	01/10/12 +
Feb 08	01/18/12
Feb 15	01/25/12
Feb 22-29	02/01/12
Mar 07	02/15/12
Mar 14	02/22/12
Mar 21	02/29/12
Mar 28	03/07/12
Apr 04	03/14/12 +
Apr 11	03/21/12
Apr 18	03/28/12
Apr 25	04/04/12
May 02	04/11/12
May 09	04/18/12 +
May 16	04/25/12 +
May 23-30	05/02/12 +
Jun 06	05/16/12
Jun 13	05/22/12 •
Jun 20	05/30/12
Jun 27	06/06/12
Jul 04	06/13/12
Jul 11	06/20/12
Jul 18	06/26/12 •
Jul 25	07/02/12 • ♦

Issue	Deadline
Aug 01	07/11/12 ♦
Aug 08	07/18/12
Aug 15	07/25/12
Aug 22-29	08/01/12 +
Sep 05	08/15/12
Sep 12	08/22/12
Sep 19	08/28/12
Sep 26	09/05/12
Oct 03	09/12/12
Oct 10	09/19/12
Oct 17	09/26/12
Oct 24-31	10/03/12
Nov 07	10/17/12
Nov 14	10/24/12
Nov 21	10/31/12
Nov 28	11/07/12
Dec 05	11/14/12 ♦
Dec 12	11/19/12 •
Dec 19	11/28/12
Dec 26	12/05/12

Insertion orders and material must be received by close of business on the dates indicated. Please note early closings due to holidays, which are marked with a bullet (•), theme issues marked with a diamond (♦) and bonus distribution marked by a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).



JAMA Career Center

JAMA Career Center helps you attract and hire physicians with the appropriate credentials and work experience. Whether you recruit for a large health system or private practice, government agency or academic medical center, you'll find the right option for your specific needs and budget. Tools give you control over the display of your listings, apply method, and help you track response.

Hire Qualified Candidates

The site attracts job seekers through multiple channels, including AMA periodicals, the corporate Web site, organic search, and other sources. Over the past year, it has seen a significant increase in unique visitors, page views, and time on site. A growing audience is interacting with the site through mobile devices.

JAMA Career Center Traffic Statistics

Site Metric	Current	Change
Site Visits	27,073	54%
Pageviews	91,773	29%
Average Time on Site	02:23	-12%
Mobile Visits	1,735	367%

Reporting period: Jan-Sep 2011 vs Jan-Sep 2010

Single Job Postings

Basic value for customers who need to post only a few jobs per year. Upgrade a la carte to fit your needs and budget.

Description	Price
30 Days (Single Job)	\$298.50
60 Days (Single Job)	579.00
90 Days (Single Job)	814.50

Premium Position Bundle

Strong impact, great price! Get a 60-day listing, spotlight results and featured position at 25% savings. Perfect for executive search, openings having unique requirements, and hard-to-fill positions.

Premium Position Bundle	Price
60-day listing	\$657.00

Multi-Job Value Packs

Decrementing job packs good for 1 year from purchase. Post all jobs simultaneously or as need arises; once posted, jobs can't be reused.

Description	3-Pack	6-Pack	9-Pack
30 Days (Pack)	\$813.60	\$1,467.00	\$1,957.50
60 Days (Pack)	1,467.00	2,394.00	2,943.00
90 Days (Pack)	1,957.50	2,943.00	3,969.00

Self-Administered Slots

Ultimate flexibility and value! These multiple listing "slots" can be edited and repurposed anytime at will over a 3-month period.

Description	Monthly*	Price
5 Slots	\$907.50	\$2,722.50
10 Slots	1,290	3,870
15 Slots	1,665	4,995
20 Slots	1,860	5,580

Slots require a 3 month minimum commitment. Invoices will be issued monthly. Each slot includes an employer profile at no extra charge.

Volume Based Site Wraps

Let technology do the work! Employers with a continuous recruiting need benefit from deep savings. We capture all the jobs from your site and display them on JAMA Career Center. Refreshed 3x each week, when listings change on your site, we mirror the updates on ours.

Tier	Number of Jobs	Unit Price
Tier 1	21-50	\$3.00
Tier 2	51-100	2.00
Tier 3	101-500	0.20
Tier 4	501-1000	0.10
Tier 5	1001-5000	0.05
Tier 6	5001+	0.01

Wraps require a 3 month minimum commitment. Invoices will be based on client's actual monthly job volume. Tier pricing is incremental (the first 50 jobs cost \$3.00 each, job 51 costs \$2.00, etc). Each wrap includes an employer profile at no extra charge.

Online Enhancements

Online Enhancements

Bold, Highlight and Job Title Icon. Bold the text, highlight the background, or place a star next to your listing for added visibility. May be use alone or in combination.

Featured Position. Key elements (specialty, location, employer name) receive rotating home page exposure. Job seekers click on the summary and are taken to your full listing. These jobs also are starred in the main body of search results.

Spotlight Results. Spotlight jobs are returned above other listings in search results,

Online Enhancement Pricing

Additional durations are available. Please contact your rep for details.

Type of Upgrade	7 Days	30 Days
Bold Listing	\$5.11	\$21.90
Highlight Listing	6.79	29.10
Job Title Icon	6.79	29.10
Featured Position	14.07	60.30
Spotlight Results	20.93	89.70
Featured Employer	34.93	149.70
Employer Profile	---	199.20
Web to Print (100 Words)	99.75	---

Banner Advertising

JAMA Career Center and the AMA's other Web sites are perfect for recruitment branding campaigns. Your rep will be happy to work up a proposal to fit your marketing plan and budget.

Featured Employer

Get visibility on our home page with your logo linked to all your job postings. Economical and easy to implement.

Employer Profile

A step above Featured Employer, a profile includes home page logo and differentiates organizational culture, facilities, and benefits. Add community info, map, photos, and link to your Web site—even video. Accessible through the employer directory and linked from every job listing. A “must” for wrap customers or anyone with multiple postings.

Web to Print

Add print exposure to your online listings. An excerpt of 100 words appears concurrently in a single issue of JAMA at a special rate. Fine tune copy for succinctness, clarity, and impact.

Web Account

When you place recruitment advertising with us, you'll automatically get a web account that provides 24/7 access to your online listings. Tools allow you to:

- View/print job postings and e-commerce receipts
- Update and enhance listings for optimal results
- Customize the layout using graphics and HTML
- Control the apply method and track responses

Acceptance & Cancellation Policy

Postings are limited to physician career opportunities and are subject to approval. Advertising must be nondiscriminatory and comply with all applicable laws and regulations. We reserve the right to decline, withdraw and/or edit copy at our discretion. Please note that all sales are final and non-refundable.

The screenshot displays the JAMA Career Center website. At the top, there is a navigation bar with 'Physician Careers', 'Find Jobs', and 'civilian' logos. Below this is the 'JAMA CAREERCENTER' header with navigation links like 'HOME', 'ABOUT US', 'CONTACT US', 'HELP', 'FIND A JOB', and 'PHYSICIAN'. The main content area includes a search bar, a 'Run a new search' section with filters for keywords, location, city, state, and region, and a 'Jobs' section listing various medical positions. On the right side, there are several promotional banners: 'Banner Advertising' (top right), 'Spotlight Results' (middle right), and 'Featured Position' (bottom right). The 'Featured Position' banner highlights a job listing for 'Family Practice and Internal Medicine Physicians Needed' at 'Carpenter Confidence' in 'Lynchburg, VA'.

Theme Issues & Exhibits

Special Vehicles for Your Advertising

Theme issues help to focus attention on some of the most significant topics in medicine today. National news coverage is facilitated by our seasoned media relations staff, increasing awareness of and involvement with each timely release. We strongly recommend that you use a consistent media schedule to generate the best response to your advertising; however, you may wish to take advantage of these special opportunities.

Get Up Front and Personal

At selected meetings, AMA periodicals will be promoted and sample copies of relevant publications will be distributed—building awareness and visibility among job seekers, while providing extra exposure for your advertising messages. Please refer to the individual journal page for specifics and contact us to confirm all issue and closing dates.

JAMA Theme Issues

Month	Title	JAMA
Apr	Comparative Effectiveness	JAMA
Jul 25	HIV/AIDS	JAMA
Aug 1	Violence/ Human Rights	JAMA
Sep	Obesity	JAMA
Nov	Cardiology	JAMA
Dec 5	Medical Education	JAMA

JAMA's Medical Education Issue

Each year since 1901, JAMA has published a Medical Education Issue. Original contributions address some of the most important concerns affecting undergraduate, graduate, and continuing medical education today. Appendices provide unique summaries of training program data not readily available elsewhere.

The issue presents employers with a unique recruitment and branding opportunity, offering both high initial readership and enduring shelf life. While for many years, this special issue has appeared in the month of September, **please note that in 2012 it will be published on December 5.**

Tentative Exhibits

Month	Title	JAMA	Archives
Feb	Society of Critical Care Medicine	JAMA	
Mar	American Academy of Dermatology		Dermatology
Apr	American College of Physicians	JAMA	Internal Med
Apr	American Academy of Neurology		Psych, Neuro
Apr	Pediatric Academic Societies		Pediatrics
May	Digestive Diseases Week	JAMA	
May	American Psychiatric Association		Psych, Neuro
May	American Thoracic Society	JAMA	
Jun	American Society of Clinical Oncology	JAMA	
Jun	American Diabetes Association	JAMA	
Sep	American Academy of Otolaryngology HNS		Oto HNS
Sep	American College of Surgeons		Surgery
Oct	American Academy of Family Physicians	JAMA	Pediatrics
Oct	American Academy of Ophthalmology		Ophthalmology
Nov	International Congress of Human Genetics	JAMA	
Nov	American College of Rheumatology	JAMA	
Nov	American Heart Association	JAMA	Internal Med

Advertiser Savings Program

Savings for Volume Advertisers

You can accrue substantial savings by concentrating your classified advertising in AMA periodicals. Whether you're placing ads for physician recruitment, educational seminars, or products and services germane to the practice of medicine, this program helps get the most from your media budget. Only recognized advertiser parent companies and their subsidiaries are eligible; this program does not apply to purchasing agency spend, nor does it apply to online-only credit card transactions.

Plan A: Contract Savings

When you make a spending commitment for calendar year 2012 prior to your first insertion, you start saving from day 1. A contract signed by the advertiser's authorized agent must be accepted by the publisher before your first order is placed. If space will be placed by an advertising agency, the contract must be signed by both advertiser and agency. When actual spending during the year attains a higher level than that committed, additional savings will be applied to subsequent paid orders; however, rebates will not be given for any space previously booked. If your commitment is not satisfied during the year, you will be short rated.

Plan B: Save as You Go

If you have not signed a contract but attain one of our established spending levels for calendar year 2012, the appropriate savings rate can be applied to subsequent paid orders. Rebates will not be given for ads that already have run. Contact your advertising representative for complete details.

2012 Gross Spending Commitment

Level	Minimum	Savings
1	\$15,000	3%
2	25,000	5%
3	40,000	8%
4	50,000	10%
5	75,000	15%
6	100,000	20%

JAMA's R&B Packages

Rethink. Recruit. Retain.

Today's physicians seek balance in their lives. They're looking for more than a job, they want a professional lifestyle. Successful recruitment and retention relies on what you promise beforehand and can deliver after the job offer. It's all about recruitment and branding, which is why **JAMA's** R&B Packages are for you.

JAMA's R&B Packages make it truly affordable to implement a high impact, continuous recruitment and branding program:

- Multimedia exposure in print and online
- Reach of active and passive job seekers
- Consistent messages and placement
- Large multispecialty audience

“Display” R&B Package



Place 4 consecutive paid insertions in JAMA and get the 5th insertion free!

Minimum: 1/6-page per insertion.

- Free 4-color print upgrade
- Free online job listing
- Free “featured position” online upgrade
- Free “featured employer” profile in print + online
- Eligible for free CV database access*

“Word” R&B Package



Place 4 consecutive paid insertions in JAMA and get the 5th insertion free!

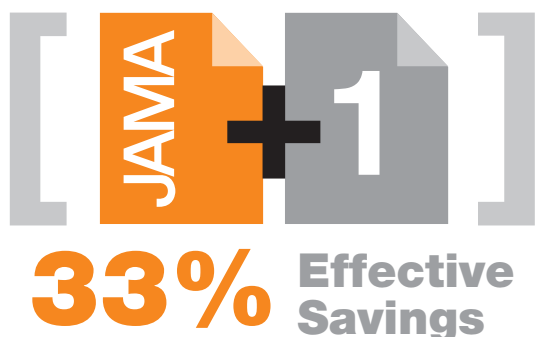
Minimum: 45 words per insertion.

- Free online job listing
- Free “bold” upgrade in print + online
- Eligible for free CV database access*
- When you place 3 or more concurrent listings, get a free online employer profile.

*Free CV database access coincides with your package

The JAMA Network

JAMA Plus



“JAMA Plus” lets you add one of these targeted publications to your JAMA schedule for only a fraction of the a la carte cost, boosting message reach and frequency:

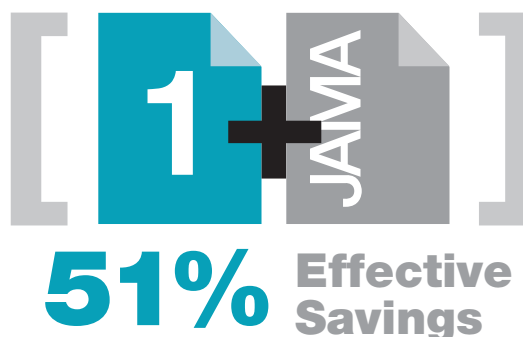
Archives of Internal Medicine
Archives of General Psychiatry
Archives of Neurology
Archives of Pediatrics
American Medical News

You pay the normal rate for your JAMA ad but only 30% of the other title’s unit cost. Available for both display and word advertising. And your ad appears online for 30 days at no extra charge!

“JAMA Plus” Comparison

1/4 Page B&W	Reach	Ad Cost	
		A la carte	Network
JAMA	301,983	\$2,545	\$2,545
Archives of Internal Med	60,402	\$1,670	\$500
Online (4 weeks)	12,356	\$299	\$0
Combined Total	374,741	\$4,514	\$3,045
	Effective Savings	-33%	\$1,470

SPECIALTY Plus



“Specialty Plus” lets you add JAMA to your targeted publication schedule for only a fraction of the a la carte cost. Available with the following journals:

Archives of Dermatology
Archives of Ophthalmology
Archives of Otolaryngology – Head & Neck Surgery
Archives of Surgery

You pay the normal rate for your Archives ad but only 30% of JAMA’s regular unit cost. Available for both display and word advertising. And your ad appears online for 30 days at no extra charge!!

“Specialty Plus” Comparison

1/4 Page B&W	Reach	Ad Cost	
		A la carte	Network
Archives of Surgery	14,217	\$1,260	\$1,260
JAMA	301,938	\$2,545	\$765
Online (4 weeks)	12,356	\$299	\$0
Combined Total	328,556	\$4,104	\$2,025
	Effective Savings	-51%	\$2,079



Editorial Profile

The *Archives of Dermatology* publishes peer-reviewed information on a broad range of topics obtaining to the skin, its diseases and their treatment. A leading clinical journal in its field, the *Archives* is exceptionally well read by practicing physicians in the specialty and is frequently cited by researchers, academicians and news media.

Print Circulation

Annual Frequency	12 x	
Total Circulation	11,517	July 2011

Archives of Dermatology is circulated each month to virtually the entire universe of practicing dermatologists, including residents and fellows. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with *JAMA*. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$4.15
Bold	4.70

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$1,875
2/3 Page	1,650
1/2 Page	1,405
1/3 Page	1,030
1/4 Page	900
1/6 Page	655
Column Inch	170

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan	12/12/11	Jul	06/13/12
Feb	01/20/12 +	Aug	07/20/12
Mar	02/16/12	Sep	08/15/12
Apr	03/16/12	Oct	09/14/12
May	04/19/12	Nov	10/18/12
Jun	05/17/12	Dec	11/14/12

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$136.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

Archives of Facial Plastic Surgery is the preeminent multidisciplinary journal for physicians performing reconstructive and cosmetic surgery on the face. It is the official publication for the American Academy of Facial Plastic and Reconstructive Surgery, Inc, the European Academy of Facial Plastic Surgery, and the International Federation of Facial Plastic Surgery Societies.

Print Circulation

Annual Frequency	6 x	
Total Circulation	2,458	July 2011

Archives of Facial Plastic Surgery is circulated to all AAFPRS members, including residents and fellows, and to other paid subscribers. For details, see the latest circulation statement.

Word Advertising Rates

Word ads are published as display units and will be charged by the column inch. See below.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$590
2/3 Page	525
1/2 Page	435
1/3 Page	330
1/4 Page	285
1/6 Page	205
Column Inch	55

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan/Feb	12/13/11	Jul/Aug	06/14/12
Mar/Apr	02/17/12	Sep/Oct	08/16/12
May/Jun	04/20/12	Nov/Dec	10/19/12

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

The *Archives of General Psychiatry* strives to publish original, state-of-the-art studies and commentaries of general interest to clinicians, scholars, and research scientists in psychiatry, mental health, behavioral science, and allied fields. The Archives seeks to inform and to educate its readers as well as to stimulate debate and further exploration into the nature, causes, treatment, and public health importance of mental illness.

Print Circulation

Annual Frequency	12 x
Total Qualified	27,750 July 2011

Archives of General Psychiatry is circulated on a controlled/request basis to office- and hospital-based physicians with a primary specialty of psychiatry or child psychiatry. This includes residents beyond the first year of training, fellows, and residency program directors. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with *JAMA*. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$7.05
Bold	\$7.95

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$1,925
2/3 Page	1,695
1/2 Page	1,445
1/3 Page	1,060
1/4 Page	925
1/6 Page	680
Column Inch	175

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan	12/02/11	Jul	06/01/12
Feb	01/06/12	Aug	07/06/12
Mar	02/03/12	Sep	08/03/12
Apr	03/02/12 +	Oct	08/30/12
May	04/06/12 +	Nov	10/05/12
Jun	05/04/12	Dec	10/31/12

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

The *Archives of Internal Medicine* is an international peer-reviewed journal. Its mission is to promote the art and science of medicine and the betterment of human health by publishing manuscripts of interest and relevance to internists practicing as generalists or as medical subspecialists. Since 1908, it has been among the most highly cited and widely distributed journals in its field.

Print Circulation

Annual Frequency	22 x	
Total Qualified	60,402	July 2011

Archives of Internal Medicine is circulated on a controlled/request basis to office- and hospital-based physicians with a primary specialty of general internal medicine, cardiovascular disease, or selected other IM subspecialties. This includes residents beyond the first year of training, fellows, and residency program directors. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with *JAMA*. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$7.60
Bold	\$8.55

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x	Per Insertion	1 x
Full Page	\$3,470	1/4 Page	1,670
2/3 Page	3,050	1/6 Page	1,215
1/2 Page	2,600	Column Inch	315
1/3 Page	1,905		

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan 09	12/07/11	Jun 25	05/24/12 •
Jan 23	12/22/11	Jul 09	06/08/12
Feb 13	01/13/12	Jul 23	06/21/12
Feb 27	01/27/12	Aug 13–27	07/13/12 +
Mar 12	02/10/12	Sep 10	08/10/12
Mar 26	02/24/12 +	Sep 24	08/24/12
Apr 09	03/09/12	Oct 08	09/07/12
Apr 23	03/23/12	Oct 22	09/21/12
May 14	04/13/12	Nov 12	10/12/12
May 28	04/27/12	Nov 26	10/26/12
Jun 11	05/09/12	Dec 10–24	11/09/12

Insertion orders and material must be received by close of business on the dates indicated. Please note early closings due to holidays, which are marked with a bullet (•) and theme issues/bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

The *Archives of Neurology* is an international peer-reviewed journal. Specific aims are (1) to publish timely original research on the nervous system, (2) to record observations of patients that will provide new information and insights, (3) to report basic research that is pertinent to the understanding of disease, (4) to introduce topics of practice, ethics, teaching, and history that are useful, and (5) to provide a forum for discussion on controversies in the field.

Print Circulation

Annual Frequency	12 x	
Total Qualified	10,484	July 2011

Archives of Neurology is circulated on a controlled/request basis to office- and hospital-based physicians with a primary specialty of neurology. This includes residents beyond the first year of training, fellows, and residency program directors. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with *JAMA*. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$6.80
Bold	\$7.65

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$1,200
2/3 Page	1,060
1/2 Page	905
1/3 Page	665
1/4 Page	570
1/6 Page	415
Column Inch	130

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan	12/07/11	Jul	06/08/12
Feb	01/13/12	Aug	07/13/12
Mar	02/10/12	Sep	08/10/12
Apr	03/09/12 +	Oct	09/07/12
May	04/13/12 +	Nov	10/12/12
Jun	05/10/12	Dec	11/07/12

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

Archives of Ophthalmology has been published continuously since 1869. Its mission is to be an indispensable source of ophthalmic knowledge for the generalist, subspecialist, and trainee; to publish innovative, clinically relevant research for the vision scientist; to be the first choice for authors to submit their important manuscripts to; and to achieve this through authoritative peer review.

Print Circulation

Annual Frequency	12 x	
Total Circulation	11,334	July 2012

Archives of Ophthalmology is circulated on a controlled/request basis to office- and hospital-based physicians with a primary specialty of ophthalmology. This includes residents beyond the first year of training, fellows, and residency program directors. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with *JAMA*. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$3.50
Bold	\$3.95

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$1,375
2/3 Page	1,210
1/2 Page	1,030
1/3 Page	755
1/4 Page	655
1/6 Page	485
Column Inch	135

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan	12/06/11	Jul	06/07/12
Feb	01/12/12	Aug	07/12/12
Mar	02/09/12	Sep	08/08/12
Apr	03/08/12	Oct	09/05/12 +
May	04/12/12	Nov	10/11/12
Jun	05/09/12	Dec	11/06/12

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

Archives of Otolaryngology—Head & Neck Surgery provides timely information for physicians and scientists concerned with diseases of the head and neck. Given the diversity of structure and function in this anatomic region, the **Archives** publishes clinical and basic research from an array of disciplines. This journal serves as the official publication for the American Head and Neck Society, the American Society of Pediatric Otolaryngology, and the American Academy of Facial Plastic and Reconstructive Surgery, Inc.

Print Circulation

Annual Frequency	12 x
Total Circulation	9,368 July 2011

Archives of Otolaryngology – Head & Neck Surgery is circulated to virtually the entire universe of practicing otolaryngologists, including residents and fellows. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with JAMA. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$3.40
Bold	\$3.80

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$1,260
2/3 Page	1,110
1/2 Page	940
1/3 Page	695
1/4 Page	600
1/6 Page	430
Column Inch	125

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan	12/09/11	Jul	06/12/12
Feb	01/19/12	Aug	07/19/12
Mar	02/15/12	Sep	08/14/12 +
Apr	03/15/12	Oct	09/13/12
May	04/18/12	Nov	10/17/12
Jun	05/16/12	Dec	11/13/12

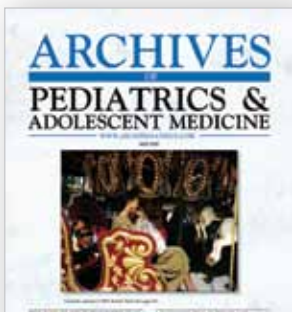
Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, **Archives** recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

The *Archives of Pediatrics & Adolescent Medicine* is a peer reviewed journal for physicians and other health care professionals who contribute to the health of children and adolescents. The *Archives* provides an open forum for dialogue on a full range of clinical, scientific, advocacy, and humanistic issues relevant to the care of pediatric patients from infancy through young adulthood. Celebrating its 101st anniversary in 2012, it is the oldest continuously published pediatric journal in the US.

Print Circulation

Annual Frequency	12 x	
Total Circulation	17,453	July 2011

Archives of Pediatrics & Adolescent Medicine is circulated on a controlled/request basis to office- and hospital-based physicians with a primary specialty of pediatrics or adolescent medicine. This includes residents beyond the first year of training, fellows, and residency program directors. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with *JAMA*. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$6.85
Bold	\$7.70

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$2,005
2/3 Page	1,675
1/2 Page	1,335
1/3 Page	1,005
1/4 Page	675
1/6 Page	420
Column Inch	80

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan	12/01/11	Jul	05/31/12
Feb	01/04/12	Aug	07/05/12
Mar	02/02/12	Sep	08/02/12
Apr	03/01/12	Oct	08/30/12
May	04/05/12 +	Nov	10/04/12
Jun	05/03/12	Dec	10/30/12

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

The *Archives of Surgery*, an international peer-reviewed journal, began publication in 1920. It serves as a sounding board and forum for all the changes that are occurring in surgery today, including training paradigms, women and minorities in surgery, malpractice concerns, and universal access to health care. It is the official publication of the New England Surgical Society and the Pacific Coast Surgical Association.

Print Circulation

Annual Frequency	12 x	
Total Qualified	14,217	July 2011

Archives of Surgery is circulated on a controlled/request basis to office- and hospital-based general surgeons. This includes residents beyond the first year of training and residency program directors. For details, see the latest circulation statement.

Word Advertising Rates

Word advertising is only available in combination with *JAMA*. See page 10 for a description of combination buys.

Per Word, Per Insertion	1 x
Regular	\$5.00
Bold	\$5.70

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$2,620
2/3 Page	2,310
1/2 Page	1,965
1/3 Page	1,440
1/4 Page	1,260
1/6 Page	920
Column Inch	230

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan	12/08/11	Jul	06/11/12
Feb	01/18/12	Aug	07/18/12
Mar	02/14/12	Sep	08/13/12 +
Apr	03/14/12	Oct	09/12/12
May	04/17/12	Nov	10/16/12
Jun	05/15/12 +	Dec	11/12/12

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a plus (+). See page 8.

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, *Archives* recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

American Medical News covers professional, social, economic and policy issues in medicine. Its reporting, writing and design have won prestigious newspaper industry awards. No other publication in the field matches its ad exposure. The print edition is published 24 times a year. Online content is updated daily at amednews.com.

Print Circulation

Annual Frequency	24 x	
Total Qualified	213,107	July 2011

American Medical News has the largest circulation of any newspaper directed to a physician audience, including not only AMA members in a wide range of specialties, but also the full universe of office-based MDs and DOs in the specialties of internal medicine, cardiovascular disease, family medicine, and general practice. For details, see the latest circulation statement.

Word Advertising Rates

Per Word, Per Insertion	1 x
Regular	\$4.85
Bold	\$5.45

Minimum words per ad is 30. All word ads are set in a uniform typeface and format. Italics and underlining are not available. Regular words cannot be set bold. Bold words are all set bold. There is no charge for typesetting word advertising.

Display Advertising Rates

Per Insertion	1 x	Per Insertion	1 x
Full Page	\$5,435	1/4 Page	1,400
2/3 Page	3,345	1/6 Page	1,035
1/2 Page	2,475	Column Inch	350
1/3 Page	2,030		

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

*Tabloid format; classified ads in this newspaper are laid out in "junior" pages; units are the same as A-Size publications.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Jan 09	12/16/11 •	Jul 09	06/18/12
Jan 30	01/09/11 •	Jul 23	06/28/12 •
Feb 13	01/23/12	Aug 06	07/16/12
Feb 27	02/06/12	Aug 20	07/30/12
Mar 12	02/20/12	Sep 03	08/13/12
Mar 26	03/05/12	Sep 17	08/24/12 •
Apr 09	03/19/12 +	Oct 08	09/17/12
Apr 23	04/02/12	Oct 22	10/01/12
May 07	04/16/12	Nov 05	10/15/12
May 21	04/30/12	Nov 19	10/29/12
Jun 04	05/14/12	Dec 03	11/12/12
Jun 18	05/25/12	Dec 24	12/03/12

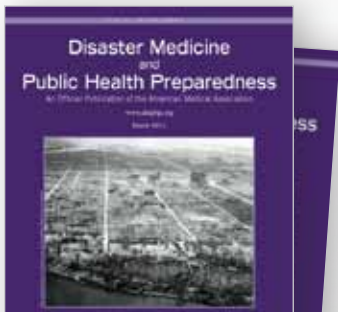
Insertion orders and material must be received by close of business on the dates indicated. Please note early closings due to holidays, which are marked with a bullet (•) and theme issues/bonus distribution marked with a plus (+).

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

American Medical News recruitment ads appear online concurrent with print at no additional charge. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.



Editorial Profile

Disaster Medicine and Public Health Preparedness, the AMA's newest periodical, is the first comprehensive peer-reviewed journal emphasizing public health preparedness and disaster response. Geared to the global community of health care providers and public health professionals, it seeks to translate science into practice and to integrate medical and public health perspectives.

Print Circulation

Annual Frequency	6 x
Total Circulation	299 July 2011

Disaster Medicine and Public Health Preparedness is circulated to an elite list of physicians, administrators, and early responders in public health. For details, see the latest circulation statement.

Word Advertising Rates

Word ads are published as display units and will be charged by the column inch. See below.

Display Advertising Rates

Per Insertion	1 x
Full Page	\$440
2/3 Page	395
1/2 Page	325
1/3 Page	245
1/4 Page	215
1/6 Page	150
Column Inch	40

The minimum display unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	Full Page	Fractional
4-Color Process	\$2,005	\$1,005
2-Color Matched*	830	415

*Matched color generally will be converted to 4-color process equivalent. For details, see page 22.

Composition Service

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications. See page 22 for requirements and pricing. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings	Frequency	Savings
1 Insertion	0%	3 Insertion	8%
2 Insertion	3%	4 Insertion	15%

Applicable only to B&W display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

Issue and Closing Dates

Issue	Deadline	Issue	Deadline
Mar	02/15/12	Oct	09/19/12
Jun	05/16/12	Dec	11/13/12
Sep	08/15/12		

Insertion orders and material must be received by close of business on the dates indicated. Please note theme issues/ bonus distribution marked with a diamond (♦).

Cancellation & Copy Changes

Any changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Online Posting

For an additional \$199.50, recruitment ads appear online for 30 days concurrent with print. Purchase online ahead of print (14 days) for \$93.10; online after print (21 days) for \$139.65. Online enhancements are available to increase visibility to your listings. See page 7.

Material Specifications

Display Ad Unit Dimensions

Unit	Width	Depth
Full Page	7.0"	9.5"
2/3 Page Vertical	4.6"	9.5"
1/2 Page Vertical	3.45"	9.5"
1/2 Page Horizontal	7.0"	4.625"
1/3 Page Vertical	2.25"	9.5"
1/3 Page Horizontal	4.6"	4.625"
1/4 Page Vertical	3.45"	4.625"
1/4 Page Horizontal	4.6"	3.65"
1/6 Page Vertical	2.25"	4.625"
Column Inch	2.25"	1.0"

Column inch units are available in half inch increments up to 9 inches in depth.

Supported Software Programs

Adobe InDesign CS
 Adobe Illustrator CS
 Adobe Photoshop CS
 Adobe Acrobat

File Formats

Native file formats of above software
 EPS.....Convert fonts to outlines
 TIFF.....OK to use LZW compression
 JPG.....Compression at 7 or higher
 PDF.....Press optimized, embed fonts

Matched Color

Prior to submission, please convert spot color to 4-color process equivalent. We must accommodate multiple fractional page ads along with other content on each offset printing form; consequently, ad submissions utilizing spot color generally will be converted to the CMYK color space and are subject to a composition service charge.

Ad Submission Checklist

When submitting advertising, please mention:

- Product name and a brief description
- Advertiser name and full contact info, including Web site
- Specialties in your target audience
- Draft copy, logo, artwork, or final creative, if a layout is available
- Ad size being considered, the number of insertions, and target spend

Composition Service

Unit Size	Charge
Full Page	\$190
2/3 Page	175
1/2 Page	165
1/3 Page	145
1/4 Page	135
1/6 Page	125
Per Col. Inch	25

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications on page 12. Billed on the first insertion or when extensive revisions are required.

Image Requirements

RGB 350 ppi
 CMYK 350 ppi
 Grayscale 350 ppi
 Bitmapped at least 1200 ppi

Fonts

The following fonts are supported. If a different typeface is desired, convert the fonts to outline before submission. (Adobe InDesign and Adobe Illustrator support this functionality.) Embed fonts in PDFs.

ITC Avant Garde Gothic 1 & 2	Goudy 1 & 2
ITC New Baskerville	Helvetica
ITC Berkeley Old Style	Helvetica Condensed
Berthold Bodoni Antiqua	Helvetica Neue 2
ITC Bookman 1	Mathematical Pi
Cascade Script	New Century Schoolbook
Century Expanded	Fractions
Century Old Style	Nuptial Script
ITC Century	Optima
ITC Century Condensed	Palatino
New Century Schoolbook	Symbol
Courier	Times
Frutiger	Times New Roman
Frutiger Condensed	Univers
Futura 1 & 2	Univers Condensed
Futura Condensed	Universal Greek & Math Pi
ITC Galliard 1 & 2	Universal News & Commercial Pi
ITC Garamond 1 & 2	ITC Zapf Dingbats
ITC Garamond Condensed	

General Information

Advertising Acceptance Policy

Classified advertising is subject to approval by the American Medical Association and is restricted to professional opportunities, practices for sale, medical office space available, product and services that are of interest to physicians and other health professionals, and CME. All ads must clearly and prominently identify the advertiser. We reserve the right to decline, withdraw and/or edit copy at our sole discretion. Advertising orders are accepted subject to the terms and conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*.

Terms and Conditions

All advertising must be submitted in writing. The Publisher will not be bound by any conditions appearing on an insertion order when such condition(s) conflict with provisions contained on this rate card or with terms and conditions set forth in the referenced *Principles*. Every care is taken to avoid mistakes, but publisher shall not be liable for errors and omissions.

Recruitment ads must comply with all US equal opportunity employment laws. Verbiage that could be used to categorically discriminate against applicants (eg, on the basis of sex, age, race, religion, marital status, or physical handicap) will not be accepted. Non-US advertisers are required to confirm in writing that they provide equal employment opportunity. When represented by an agent, confirmation must come from the employer and not the agent. Fax confirmation letters to 312.464.5909.

Prepayment in US currency is required for Non-US advertisers at the time of placement.

Advertisers who have investigated the issue and found that 1) their sites do not qualify as Health Professional Shortage Area for J-1 visa purposes and 2) that the position advertised does not qualify for a J-1 visa waiver under any government agency, may indicate this in the text of their ad by stating the following: "No J-1 positions available." or "This is not a J-1 visa site."

Payment, Commission

15% commission to recognized advertising agencies for payment within 30 days of invoice. The commission is extended on classified display ads and classified word ads. Prepayment of the initial schedule by check or credit card (Visa, Master Card and American Express accepted) is required of first-time advertisers. Invoicing is subject to credit approval.

Cancellation & Copy Changes

All changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

Acknowledgment Service

Each week we send out acknowledgments confirming advertising orders. At this time, you should verify that your ad is running under the appropriate heading and that scheduling is correct.

Renewal Service

Before your schedule expires, you will receive a notice facilitating automatic renewal of your ad. Simply indicate the desired issue dates, and then sign and fax the form to 312.464.5909 prior to the closing date of the first issue. Your advertising consultant will contact you to confirm this renewal.

Reply Box Service

Reply box numbers can be used for confidentiality and to track responses to your advertisements for an additional \$50.00 per issue. Reply boxes are available in all AMA publications. Box replies are sent First-Class Mail on a daily basis.

Word Advertising

All classified word ads are typeset in the same typeface and format. Regular typeface, words cannot be set bold, italicized or underlined. Bold typeface, words are all set bold. There is no charge for typesetting word ads. Pricing is per word, with a minimum charge of 30 words. A word is one or more letters bound by a space, as in the following examples:

New York City 3 words
a qualified candidate..... 3 words
June 6, 2012 3 words
312.555.1212..... 1 word
William H. Smith, MD..... 4 words

Orders, Materials & Payment

Please direct all communication as follows:

AMA Classified Advertising
515 North State Street, 11th Floor
Chicago, IL 60654
800.262.2260
312.464.5909 Fax
classifieds@ama-assn.org

JAMA: The Journal of the American Medical Association
Archives of Dermatology
Archives of Facial Plastic Surgery
Archives of General Psychiatry
Archives of Internal Medicine
Archives of Neurology
Archives of Ophthalmology
Archives of Otolaryngology – Head & Neck Surgery
Archives of Pediatrics & Adolescent Medicine
Archives of Surgery

JAMA Career Center

American Medical News
Disaster Medicine & Public Health Preparedness

Classified Advertising
American Medical Association
515 North State Street, 11th Floor
Chicago, IL 60654
800.262.2260 ♦ 312.464.5909 fax
classifieds@ama-assn.org
www.jamacareercenter.com

