

Classified Advertising



Rate Card Number 17 Effective January 2010

Our Unique Value Proposition

Value, Service, Convenience

From any business relationship, you expect fair pricing, exceptional service, and a high level of convenience. These are top priorities here at AMA Classified Advertising.

You'll find a range of solutions to connect with your target audience using the best mix for your marketing plan. Select from and combine print and online media to achieve your reach, frequency, and budgetary goals. *JAMA & Archives Journals* adhere to the highest standards of medical publishing, so your messages are showcased in authoritative and effective advertising vehicles.

Physician Recruitment Advertising

In building the best team, you want to hire physicians who are productive in their current positions and are open to bigger challenges. Here, you'll reach a unique audience of active and passive job seekers across all fields of clinical competence. We provide tailored, cost efficient recruiting solutions scalable to your needs and budget. Your recruitment advertising consultant will help you choose from:

- Print + Online Combinations
- Online-Only Job Postings
- Volume Based Site Wrapping
- Listing Enhancements
- Banner Advertising

Product/Service Advertising

We invite you to join a community of responsible advertisers offering products and services of interest to physicians and other health professionals. Items useful in the practice of medicine, medical education, and healthcare delivery may be eligible for advertising upon approval. All ads are subject to the *Principles Governing Advertising in Publications of the American Medical Association*. Ad categories include:

- CME/Seminars
- Books/Digital Media
- Legal Notices/Announcements
- Legal/Financial Services
- Other Germane Products/Services

Please refer to page 14 for a handy checklist useful in preparing your ad for submission.

Strong Content Engages Readers

JAMA adheres to the highest ethical standards in medical journalism. It publishes original, important, well-documented, peer-reviewed articles on a diverse range of medical topics. The editors strive to produce a journal that is timely, credible, and enjoyable to read. *JAMA's* broad scope enables physicians to remain informed in multiple areas of medicine.

JAMA Delivers Your Target Audience

JAMA has the largest circulation of any medical journal in the world. It is received each week by MDs and DOs in virtually every specialty and practice setting. In addition to AMA members from a wide range of specialties, the journal has very strong penetration into the primary care universe. It is one of the best read publications among internists.

JAMA CIRCULATION SUMMARY

AVERAGE OF JANUARY 2 AND JULY 2, 2009 ISSUES

| MAJOR PROFESSIONAL ACTIVITY | CIRCULATION |
|-----------------------------|-------------|
| Office-Based Practice | 228,093 |
| Residents/Fellows | 36,213 |
| Full-Time Hospital Staff | 11,420 |
| Medical Teaching | 1,639 |
| Administration | 2,855 |
| Research | 1,316 |
| Other Activity | 15,128 |
| Total US Physicians | 296,663 |

Source: BPA Worldwide.

With its demographically and geographically diverse audience, *JAMA* is an extremely strong recruiting tool. Of particular note, its weekly circulation includes 140,000 physicians under the age of 45 and 10,000 medical students. See the charts on page 3 for breakouts of *JAMA's* circulation by age group, gender, place of medical training, and current mailing address.

Specialty Focus Provides Flexibility

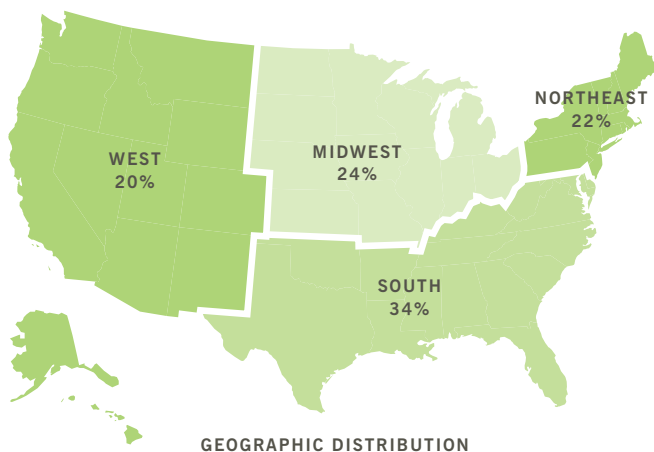
Archives Journals publish the best new clinical science in each of 9 key medical specialties. As peer-reviewed, primary source journals, all are the product of respected editors, thought leaders, and researchers worldwide—experts at the forefront of academic medicine who set the standards of medical publishing.

Strong Penetration of 9 Key Fields

Archives Journals are circulated on a controlled/request basis to office- and hospital-based physicians in targeted specialties. This includes all residents beyond the first year of training, residency program directors, and department chairs in relevant specialties.

| ARCHIVES QUALIFIED CIRCULATION AUGUST 2008 THROUGH JULY 2009 ISSUES | |
|--|-------------|
| PUBLICATION | CIRCULATION |
| Arch Dermatology | 13,213 |
| Arch Facial Plastic Surgery | 3,368 |
| Arch General Psychiatry | 32,471 |
| Arch Internal Medicine* | 78,005 |
| Arch Neurology | 12,530 |
| Arch Ophthalmology | 13,145 |
| Arch Otolaryngology – H&NS | 10,682 |
| Arch Pediatrics & Adolesc Med | 20,700 |
| Arch Surgery | 15,072 |

Source: sworn statements; *BPA Worldwide.

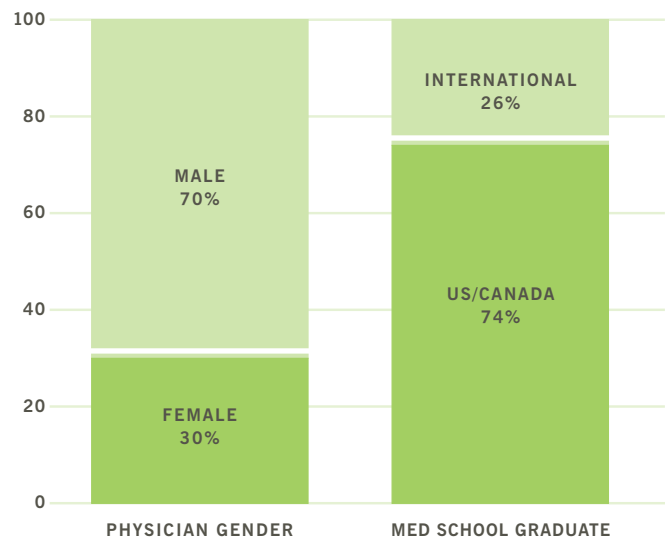
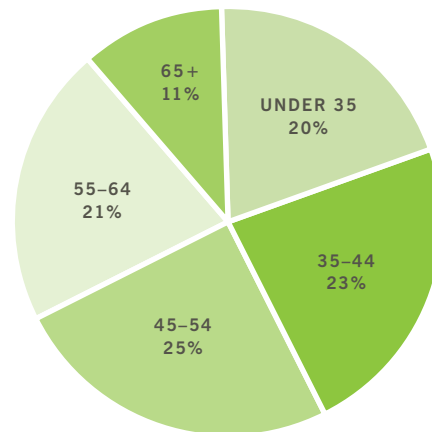


JAMA Career Center

JAMA Career Center is more than a physician job board, it's a resource for the active and passive physician job seeker. The site presents career opportunities, news, and information relevant to the full spectrum of medical practice. It brings employers and job seekers together, helping physicians realize their potential.

Qualified Applicants to Your Listings

The careers site draws a natural audience from the readership of *JAMA & Archives Journals* and the AMA corporate site. Fresh design and organic SEO pull in new users, helping you attract and hire the right candidates. The site attracts tens of thousands of unique visitors who generate hundreds of thousands of job detail views per month.



Source: JAMA's US print distribution of July 1, 2009

Basic Rates

AVAILABLE TO ALL ADVERTISERS

Display Unit Base Rates, Black & White

| PER INSERTION | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE | 1/4 PAGE | 1/6 PAGE | COL INCH |
|-------------------------------|-----------|----------|----------|----------|----------|----------|----------|
| JAMA | \$6,385 | \$5,625 | \$4,150 | \$3,370 | \$2,355 | \$1,740 | \$425 |
| Arch Internal Medicine | 3,300 | 2,905 | 2,475 | 1,815 | 1,585 | 1,155 | 300 |
| Arch Dermatology | 1,750 | 1,540 | 1,310 | 960 | 840 | 610 | 160 |
| Arch Facial Plastic Surgery | 545 | 485 | 405 | 305 | 260 | 190 | 50 |
| Arch General Psychiatry | 1,830 | 1,610 | 1,375 | 1,010 | 880 | 645 | 165 |
| Arch Neurology | 1,140 | 1,010 | 860 | 630 | 545 | 395 | 120 |
| Arch Ophthalmology | 1,280 | 1,130 | 960 | 705 | 610 | 450 | 125 |
| Arch Otolaryngology – H&NS | 1,175 | 1,035 | 880 | 650 | 560 | 405 | 115 |
| Arch Pediatrics & Adolesc Med | 1,910 | 1,590 | 1,270 | 955 | 640 | 400 | 80 |
| Arch Surgery | 2,445 | 2,155 | 1,835 | 1,345 | 1,175 | 860 | 215 |

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. Ads for CME, Meetings, Products & Services, and Online Job Listing Sites are ineligible for online posting.

Color Charges

| PER INSERTION, EXTRA | FULL PAGE | FRACTIONAL |
|----------------------|-----------|------------|
| 2-Color Matched* | \$790 | \$395 |
| 4-Color Process | 1,910 | 955 |

*Matched color generally will be converted to 4-color process equivalent. For details, see page 12.

Composition Service

| UNIT SIZE | CHARGE |
|--------------|--------|
| Full Page | \$180 |
| 2/3 Page | 165 |
| 1/2 Page | 155 |
| 1/3 Page | 140 |
| 1/4 Page | 130 |
| 1/6 Page | 120 |
| 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.

Multiple Insertion Savings

| FREQUENCY | DISCOUNT |
|--------------|----------|
| 1 Insertion | 0% |
| 2 Insertions | 3% |
| 3 Insertions | 8% |
| 4 Insertions | 15% |

To be eligible for multiple insertion savings, all insertions must be placed at the same time.

Combination Rates

AVAILABLE TO RECRUITMENT ADVERTISERS ONLY

Display Unit Network Rates, Black & White

| PER INSERTION | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE | 1/4 PAGE | 1/6 PAGE | COL INCH |
|----------------------------------|-----------|----------|----------|----------|----------|----------|----------|
| JAMA IN COMBINATION WITH: | | | | | | | |
| Arch Internal Medicine | \$7,980 | \$7,030 | \$5,190 | \$4,215 | \$2,945 | \$2,175 | \$530 |
| Arch Dermatology | 7,345 | 6,470 | 4,775 | 3,875 | 2,710 | 2,000 | 490 |
| Arch Facial Plastic Surgery | 6,705 | 5,905 | 4,360 | 3,540 | 2,475 | 1,825 | 445 |
| Arch General Psychiatry | 7,345 | 6,470 | 4,775 | 3,875 | 2,710 | 2,000 | 490 |
| Arch Neurology | 7,345 | 6,470 | 4,775 | 3,875 | 2,710 | 2,000 | 490 |
| Arch Ophthalmology | 7,345 | 6,470 | 4,775 | 3,875 | 2,710 | 2,000 | 490 |
| Arch Otolaryngology – H&NS | 7,345 | 6,470 | 4,775 | 3,875 | 2,710 | 2,000 | 490 |
| Arch Pediatrics & Adolesc Med | 7,345 | 6,470 | 4,775 | 3,875 | 2,710 | 2,000 | 490 |
| Arch Surgery | 7,345 | 6,470 | 4,775 | 3,875 | 2,710 | 2,000 | 490 |
| American Medical News | 8,940 | 7,875 | 5,810 | 4,720 | 3,295 | 2,435 | 595 |

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. JAMA recruitment ads appear online concurrent with print schedule at no additional charge.

Word Advertising Rates

| PER WORD, PER INSERTION | REGULAR | BOLD |
|----------------------------------|---------|--------|
| JAMA Alone | \$5.85 | \$6.60 |
| JAMA IN COMBINATION WITH: | | |
| Arch Internal Medicine | \$7.30 | \$8.25 |
| Other Archives Journal | \$6.75 | \$7.60 |
| American Medical News | \$8.20 | \$9.25 |

Minimum words per ad is 30.

Online Extensions to Print

| TYPE OF UPGRADE | DURATION | EXTRA |
|------------------|----------|----------|
| Advance Posting | 14 days | \$91.00 |
| Archives Online* | 30 days | \$195.00 |

*Applicable only to Archives ads that are not networked with JAMA. See page 8 for additional online enhancements.

Reply Box Service

| | |
|----------------------|---------|
| Per Insertion, Extra | \$40.00 |
|----------------------|---------|

For details, see page 13.

2010 Issue & Closing Dates

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 star (★).

| JAMA | | | | | | | |
|------------|-----------|------------|-----------|------------|------------|------------|-----------|
| 2010 ISSUE | DEADLINE | 2010 ISSUE | DEADLINE | 2010 ISSUE | DEADLINE | 2010 ISSUE | DEADLINE |
| Jan 06 | 12/11/09• | Apr 07 | 03/17/10 | Jul 07 | 06/16/10 | Oct 06 | 09/15/10 |
| Jan 13 | 12/18/09• | Apr 14 | 03/24/10 | Jul 14 | 06/23/10 | Oct 13 | 09/22/10 |
| Jan 20 | 12/28/09• | Apr 21 | 03/31/10★ | Jul 21 | 06/29/10•★ | Oct 20 | 09/29/10 |
| Jan 27 | 01/06/10 | Apr 28 | 04/07/10 | Jul 28 | 07/07/10 | Oct 27 | 10/06/10 |
| Feb 03 | 01/13/10 | May 05 | 04/14/10 | Aug 04 | 07/14/10★ | Nov 03 | 10/13/10★ |
| Feb 10 | 01/20/10 | May 12 | 04/21/10 | Aug 11 | 07/21/10 | Nov 10 | 10/20/10 |
| Feb 17 | 01/27/10 | May 19 | 04/28/10★ | Aug 18 | 07/28/10 | Nov 17 | 10/27/10 |
| Feb 24 | 02/03/10 | May 26 | 05/05/10 | Aug 25 | 08/04/10 | Nov 24 | 11/03/10 |
| Mar 03 | 02/10/10 | Jun 02 | 05/12/10 | Sep 01 | 08/11/10 | Dec 01 | 11/10/10 |
| Mar 10 | 02/17/10 | Jun 09 | 05/19/10 | Sep 08 | 08/18/10 | Dec 08 | 11/16/10• |
| Mar 17 | 02/24/10★ | Jun 16 | 05/25/10• | Sep 15 | 08/25/10★ | Dec 15 | 11/22/10• |
| Mar 24-31 | 03/03/10 | Jun 23-30 | 06/02/10 | Sep 22-29 | 08/31/10•★ | Dec 22-29 | 12/01/10 |

| ARCHIVES OF INTERNAL MEDICINE | | | | | | | |
|-------------------------------|-----------|------------|-----------|------------|----------|------------|----------|
| 2010 ISSUE | DEADLINE | 2010 ISSUE | DEADLINE | 2010 ISSUE | DEADLINE | 2010 ISSUE | DEADLINE |
| Jan 11 | 12/07/09 | Apr 12 | 03/12/10 | Jul 12 | 06/10/10 | Oct 11 | 09/10/10 |
| Jan 25 | 12/21/09* | Apr 26 | 03/26/10 | Jul 26 | 06/24/10 | Oct 25 | 09/24/10 |
| Feb 08 | 01/07/10 | May 10 | 04/09/10 | Aug 9-23 | 07/09/10 | Nov 08 | 10/08/10 |
| Feb 22 | 01/22/10 | May 24 | 04/23/10 | Sep 13 | 08/12/10 | Nov 22 | 10/22/10 |
| Mar 08 | 02/05/10 | Jun 14 | 05/12/10 | Sep 27 | 08/26/10 | Dec 13-27 | 11/10/10 |
| Mar 22 | 02/19/10 | Jun 28 | 05/27/10* | | | | |

| JAMA THEME ISSUES AND BONUS DISTRIBUTION | | |
|--|-----------|----------------------------|
| SCHEDULE SUBJECT TO CHANGE. PLEASE CONTACT US FOR DETAILS. | | |
| Theme Issue | March 17 | Cancer |
| Bonus Distribution | April 21 | ACP Internal Medicine 2010 |
| Theme Issue | May 19 | Mental Health |
| Theme Issue | July 21 | HIV/AIDS |
| Theme Issue | Aug 4 | Violence/Human Rights |
| Theme Issue | Sep 15 | Medical Education |
| Bonus Distribution | Sep 22-29 | AAFP Scientific Assembly |
| Theme Issue | Nov 3 | Aging |

| ARCHIVES OF DERMATOLOGY | |
|-------------------------|----------|
| 2010 ISSUE | DEADLINE |
| Jan | 12/11/09 |
| Feb | 01/13/10 |
| Mar | 02/11/10 |
| Apr | 03/16/10 |
| May | 04/15/10 |
| Jun | 05/13/10 |
| Jul | 06/15/10 |
| Aug | 07/15/10 |
| Sep | 08/16/10 |
| Oct | 09/15/10 |
| Nov | 10/14/10 |
| Dec | 11/11/10 |

| ARCHIVES OF NEUROLOGY | |
|-----------------------|----------|
| 2010 ISSUE | DEADLINE |
| Jan | 12/08/09 |
| Feb | 01/08/10 |
| Mar | 02/08/10 |
| Apr | 03/10/10 |
| May | 04/12/10 |
| Jun | 05/07/10 |
| Jul | 06/09/10 |
| Aug | 07/12/10 |
| Sep | 08/10/10 |
| Oct | 09/09/10 |
| Nov | 10/11/10 |
| Dec | 11/08/10 |

| ARCHIVES OF PEDIATRICS & ADOLESC MED | |
|--------------------------------------|-----------|
| 2010 ISSUE | DEADLINE |
| Jan | 12/02/09 |
| Feb | 01/04/10 |
| Mar | 02/02/10 |
| Apr | 03/05/10 |
| May | 04/06/10 |
| Jun | 05/04/10 |
| Jul | 06/04/10 |
| Aug | 07/06/10 |
| Sep | 08/05/10 |
| Oct | 09/03/10• |
| Nov | 10/05/10 |
| Dec | 11/03/10 |

| ARCHIVES OF FACIAL PLASTIC SURGERY | |
|------------------------------------|----------|
| 2010 ISSUE | DEADLINE |
| Jan/Feb | 12/14/09 |
| Mar/Apr | 02/12/10 |
| May/June | 04/16/10 |
| Jul/Aug | 06/16/10 |
| Sep/Oct | 08/17/10 |
| Nov/Dec | 10/15/10 |

| ARCHIVES OF OPHTHALMOLOGY | |
|---------------------------|----------|
| 2010 ISSUE | DEADLINE |
| Jan | 12/04/09 |
| Feb | 01/06/10 |
| Mar | 02/04/10 |
| Apr | 03/09/10 |
| May | 04/08/10 |
| Jun | 05/06/10 |
| Jul | 06/08/10 |
| Aug | 07/08/10 |
| Sep | 08/09/10 |
| Oct | 09/08/10 |
| Nov | 10/07/10 |
| Dec | 11/05/10 |

| ARCHIVES OF SURGERY | |
|---------------------|----------|
| 2010 ISSUE | DEADLINE |
| Jan | 12/09/09 |
| Feb | 01/11/10 |
| Mar | 02/09/10 |
| Apr | 03/11/10 |
| May | 04/13/10 |
| Jun | 05/10/10 |
| Jul | 06/11/10 |
| Aug | 07/13/10 |
| Sep | 08/11/10 |
| Oct | 09/13/10 |
| Nov | 10/12/10 |
| Dec | 11/09/10 |

| ARCHIVES OF GENERAL PSYCHIATRY | |
|--------------------------------|----------|
| 2010 ISSUE | DEADLINE |
| Jan | 12/03/09 |
| Feb | 01/05/10 |
| Mar | 02/03/10 |
| Apr | 03/08/10 |
| May | 04/07/10 |
| Jun | 05/05/10 |
| Jul | 06/07/10 |
| Aug | 07/07/10 |
| Sep | 08/06/10 |
| Oct | 09/07/10 |
| Nov | 10/06/10 |
| Dec | 11/04/10 |

| ARCHIVES OF OTOLARYNGOLOGY - H&NS | |
|-----------------------------------|----------|
| 2010 ISSUE | DEADLINE |
| Jan | 12/10/09 |
| Feb | 01/12/10 |
| Mar | 02/10/10 |
| Apr | 03/15/10 |
| May | 04/14/10 |
| Jun | 05/11/10 |
| Jul | 06/14/10 |
| Aug | 07/14/10 |
| Sep | 08/13/10 |
| Oct | 09/14/10 |
| Nov | 10/13/10 |
| Dec | 11/11/10 |

Online Buying Options

Delivering Qualified Job Seekers

JAMA Career Center attracts thousands of qualified MD and DO job seekers each week. Connect with active and passive job seekers across the spectrum of clinical interest and work experience. Postings are limited to physician career opportunities, must be nondiscriminatory, comply with applicable laws and regulations, and are subject to approval.

Print + Online Combinations

Cross-platform buys are the most effective (Outsell, Inc. *Annual Advertising and Marketing Study, 2009*) so our affordable combos give you the best of both worlds.

JAMA recruitment ads appear online concurrent with your print schedule at no extra charge. When combining *JAMA & Archives* in a single buy, you get the mass reach of *JAMA*, the focused reach of an *Archives*, plus a full month online at no extra charge.

Online-Only Job Postings

We realize that many clients want online-only postings, so you may order either through your recruitment advertising consultant or by self service 24/7/365 using a credit card at jamacareercenter.com.

With no word limit, online listings can fully express job requirements and benefits. Embed images and links. Online tools let you control formatting for readability, to reinforce corporate branding, and to make your posting really stand out. Your Web account provides options for accepting and tracking job views and applies.

Volume Based Site Wrapping

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.

Your job listings gain exposure to a diverse, qualified audience who wouldn't see them otherwise. Job capture usually can retain your site's look and feel to best convey institutional identity. You can upgrade selected fast-track jobs or those for which premium visibility is essential.

Tiered pricing is based on average monthly volume, with a 3 month minimum term. Each site wrap includes an employer profile at no extra charge.

Banner Advertising

JAMA Career Center and the AMA's other Web sites offer a variety of banner options to fit any budget and marketing plan. The sites are perfect, not only for recruitment advertisers running branding campaigns, but also for marketers with professional services who seek the demographics of a Web site with exacting standards. Please contact us for a consultation.

Online-Only Rates

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) | \$561.00 |
| 90 Days (Single Job) | \$787.50 |

Hard-to-Fill Position Bundle

Strong impact, great price! Get a 60-day listing with spotlight results and featured position at 25% less than if purchased separately.

| | |
|---------------|----------|
| Bundled Price | \$640.00 |
|---------------|----------|

Multi-Job Value Packs

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

| DESCRIPTION | 3-PACK | 6-PACK | 9-PACK |
|----------------|------------|------------|------------|
| 30 Days (Pack) | \$787.50 | \$1,413.00 | \$1,876.50 |
| 60 Days (Pack) | \$1,413.00 | \$2,178.00 | \$2,943.00 |
| 90 Days (Pack) | \$1,876.50 | \$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 6-month period.

| DESCRIPTION | PRICE | MONTHLY |
|---------------------|----------|---------|
| 5 Slots (6 Months) | \$3,870 | \$645 |
| 10 Slots (6 Months) | \$6,660 | \$1,110 |
| 15 Slots (6 Months) | \$8,370 | \$1,395 |
| 20 Slots (6 Months) | \$10,080 | \$1,680 |

Volume Based Site Wrapping

Let technology do the work. A 3-month minimum contract invoiced monthly. Listings are updated from the employer site 3x weekly.

| DESCRIPTION | PRICE | MONTHLY |
|--------------------------|----------|---------|
| < 25 Jobs (3 Months) | \$7,650 | \$2,550 |
| 26 – 50 Jobs (3 Months) | \$11,250 | \$3,750 |
| 51 – 75 Jobs (3 Months) | \$14,850 | \$4,950 |
| 76 – 100 Jobs (3 Months) | \$17,100 | \$5,700 |
| > 100 Jobs (3 Months) | \$18,000 | \$6,000 |

See rates for online enhancements on page 10.

Online Enhancements

To attract the right candidates, it's essential to have an evocative job title and a complete and well written job description, but it's also useful to upgrade selected listings for prime impact. These features are available to print + online or to online-only customers.

Bold, Highlight and Job Title Icon

Affordable enhancements bring added visibility to your listings in relevant search results, making them really stand out, attracting additional views, and helping to generate more applies. Use them alone or in combination.

Bold: the text of your listing appears bold in search results.

Highlight: the background of your listing appears in a contrasting color. **Icon:** a star appears next to your listing.

Featured Position

This powerful upgrade attracts more passive job seekers. Key elements (specialty, location, employer) receive rotating exposure on our home page and in banners placed strategically elsewhere. 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

Give your listings priority over similar opportunities with this enhancement. Spotlight jobs are returned above other listings in search results, generating top visibility and response.

Employer Profile

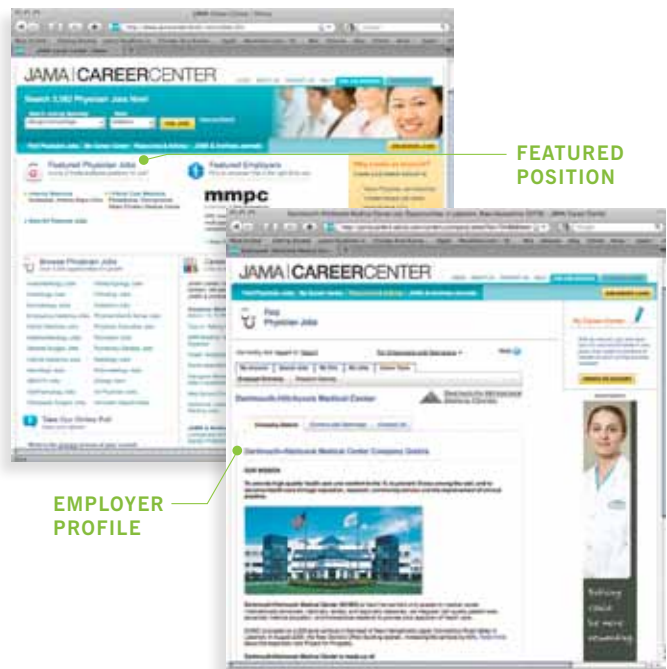
An employer profile differentiates your organization's culture, facilities and benefits. Highly flexible, a profile can include community information, a map, photos, logos, a link to your own site—even streaming video. Its front door is the online employer directory, but the profile cross links with all your job listings. It's a “must” for wrap customers or for anyone with multiple postings.

Web to Print

This upgrade brings additional print exposure to your online listing. An excerpt of 100 words appears concurrently in a single print issue of *JAMA* at our specially discounted rate. You can edit and fine tune copy for clarity, impact, and succinctness.

ONLINE ENHANCEMENT RATES

| TYPE OF UPGRADE | DURATION | PRICE |
|-------------------|----------|----------|
| Bold Listing | 7 Days | \$4.90 |
| Highlight Listing | 7 Days | \$6.65 |
| Job Title Icon | 7 Days | \$6.65 |
| Featured Position | 7 Days | \$13.65 |
| Spotlight Results | 7 Days | \$20.65 |
| Employer Profile | 30 Days | \$195.00 |
| Web to Print | 7 Days | \$99.75 |



JAMA's R&B Packages

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 are able to deliver after the job offer. It's all about *recruitment and branding*, which is why JAMA's R&B Packages are for you.

Rethink. Reevaluate how you communicate about your organization to potential candidates to maintain your competitive advantage.

Recruit. Leverage all the techniques available today to find the right candidates—you won't find a stronger multi-channel partner than JAMA.

Retain. Your efforts really pay off when you keep the right people on board. Our resources help attract the right applicants to increase retention and profitability, clinical and operational performance.

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

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



**SPOTLIGHT
SEARCH
RESULTS**

“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 duration and terminates at the end of your schedule.

“Our hospital has used *JAMA* as one of our primary resources for advertising when seeking qualified physicians to fill our vacancies. I can always rely on *JAMA*'s advertising representatives to be accurate, professional and reliable. Consequently, we have had a number of quality candidates respond to our ads placed in *JAMA*.”

JOANNE JOHNSON

Physician Recruiter

Adirondack Medical Center

Saranac Lake, New York

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 2010 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 2010, 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.

2010 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% |

“ Our experience advertising in *Archives of Surgery* has been very positive. We have had good responses to our physician recruitment ads.

We appreciate the professionalism and attentiveness we receive from our advertising representative and have enjoyed our long-standing relationship with them.”

SUSAN B. EDSON

Vice President

New England Health Search

Orono, Maine

Advertising Categories

Career Opportunities

Academic/Faculty
 Administrative/Executive
 Allergy/Immunology
 Anesthesiology
 Cardiovascular Disease
 Chief/Dept Head/Director
 Critical Care Medicine
 Dermatology
 Emergency Medicine
 Endocrinology
 Family Medicine
 Gastroenterology
 General Practice
 Geriatrics
 Hematology/Oncology
 Hospice/Palliative Medicine
 Hospitalist
 Infectious Disease
 Internal Medicine
 Internal Medicine/Pediatrics
 Locum Tenens
 Multiple Specialties/Group Practice
 Nephrology
 Neurology
 Obstetrics/Gynecology
 Occupational Medicine
 Ophthalmology
 Other Specialty/Position
 Otolaryngology
 Pain Management
 Pathology
 Pediatrics
 Pediatric Cardiology
 Physical Medicine/Rehabilitation
 Physician Assistant
 Practice for Sale
 Primary Care
 Psychiatry
 Public Health/Preventive Med
 Pulmonary Disease
 Radiology
 Research Position
 Residency/Fellowship
 Rheumatology

Staff Physician
 Surgery, General
 Surgery, Colon/Rectal
 Surgery, Neurological
 Surgery, Orthopedic
 Surgery, Pediatric
 Surgery, Plastic
 Surgery, Thoracic
 Surgery, Trauma
 Surgery, Vascular
 Surgery, Oncology
 Surgical Specialties, Other
 Urology

Other Listings

Announcement
 Art
 Associations/Membership
 Books/Publications
 Computers/Software
 Consultation/Referral Services
 Continuing Medical Education
 Courses/Symposia/Seminars
 Internet Services
 Legal Services
 Marketing/Practice Development
 Medical Billing
 Medical Equipment/Supplies
 Medical Publications
 Medical Transcription
 Medical Writing
 Miscellaneous
 Notices
 Office Equipment/Supplies
 Patent Development
 Physician Employment Services
 Physician Licensing
 Physician Services
 Position Wanted
 Practice Wanted
 Real Estate For Sale/Rent
 Statistical Services

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 to outlines
 TIFF OK to use LZW compression
 JPG Compression at 7 or higher
 PDF Press optimized

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.

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.)

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

Ad Submission Checklist

When submitting advertising, please indicate:

- Complies with AMA advertising principles
- 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 your final creative unit, if a layout is available
- Ad size being considered, the number of insertions, and target spend

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, products 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 agencies for payment within 30 days of invoice. 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 Advertising 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 \$40.00 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. A word consists of one or more letters surrounded by two spaces, as in the following examples:

New York City 3 words
 a qualified candidate 3 words
 June 6, 2010 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

JAMA Career Center

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

Classified Advertising

American Medical Association

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classifieds@ama-assn.org

www.jamacareercenter.com