

# JUCM™

THE JOURNAL OF URGENT CARE MEDICINE

## 2009 Display Advertising Rate Card

Effective January 2009

**Published by:**



2 Split Rock Road  
Mahwah, New Jersey 07430  
Tel: 201-529-4004  
Fax: 201-529-4007

**Editorial:** *JUCM, The Journal of Urgent Care Medicine* is the Official Publication of the Urgent Care Association of America (UCAOA). Each issue contains a mix of useful, peer-reviewed clinical and practice management articles which address the distinct clinical and practice needs of today's busy urgent care medicine clinician.

**Established:** October 1, 2006

**Issuance:** 11x per year

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Web: [www.rja-ads.com/jucm](http://www.rja-ads.com/jucm)  
*See Page 3 for detailed shipping information*

**Circulation:** 13,000

**Audience:**

The circulation includes qualified physicians, nurse practitioners, and physician assistants practicing in urgent care facilities nationwide.

**Subscription Rates:**

Domestic—Individual \$50, Institutional \$105  
[www.jucm.com/subscribe.shtml](http://www.jucm.com/subscribe.shtml)

**Display Rates:**

	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
Full Page	3,080	3,035	2,995	2,945	2,900	2,860	2,810	2,775	2,735	2,695
2/3 Page	2,465	2,435	2,390	2,360	2,320	2,290	2,255	2,215	2,185	2,150
1/2 Page	2,165	2,120	2,090	2,060	2,030	1,995	1,965	1,945	1,915	1,880
1/3 Page	1,540	1,520	1,495	1,475	1,445	1,425	1,405	1,385	1,360	1,340

**Color:**

Second color (CMY): \$600 per page or fraction  
 Matched color (PMS): \$800 per page or fraction  
 3 and 4-color process: \$1,000 per page or fraction  
 Bleed: No charge

advertising which the advertiser or its agent ordered and for which advertising was published.

**Special Position Premiums:**

Fourth Cover: 50%  
 Second Cover: 35%  
 First Table of Contents: 15%  
 Second Table of Contents: 15%  
 Other Special Positioning: 10%

**Closing and Materials Dates:**

2009

<u>Issue</u>	<u>Ad Closing</u>	<u>Materials Due</u>
January	12/5/2008	12/12/2008
February	1/2/2009	1/9/2009
March	2/6/2009	2/13/2009
April	3/6/2009	3/13/2009
May	4/3/2009	4/10/2009
June	5/1/2009	5/8/2009
July/August	6/5/2009	6/12/2009
September	8/7/2009	8/14/2009
October	9/4/2009	9/11/2009
November	10/2/2009	10/9/2009
December	11/6/2009	11/13/2009

**Ad Sizes and Bleed Sizes:**

Page Sizes	Standard Page	Bleed Page
Full Page	7" x 9 3/4"	8 1/4" x 11"
Spread	14" x 9 3/4"	16 1/2" x 11"
2/3 Page	4 1/2" x 9 3/4"	5 1/4" x 11"
1/2 Page Horizontal	7" x 4 7/8"	8 1/4" x 5 1/2"
1/2 Page Vertical	3 1/4" x 9 3/4"	4" x 11"
1/3 Page Vertical	2 1/4" x 9 3/4"	3" x 11"
Journal Trim Size: 8" x 10 3/4"		

**Earned Rates:**

Full ROB pages, fractional ads, and insert pages each count as one time toward the earned frequency during one contract year. Space purchased by a parent company and its subsidiaries may be combined for computation of the earned rate.

**Discounts:**

Fifteen percent commission to recognized agencies for payment within 30 days of invoice; 15% subject to withdrawal on accounts not paid within 60 days of invoice date. Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for

**Insertion Orders—Send to:**

JUCM, The Journal of Urgent Care Medicine  
 Braveheart Publishing  
 225 Woodside Avenue  
 Franklin Lakes, New Jersey 07417  
 Fax: (201) 847-8166  
 or [pmurphy@jucom.com](mailto:pmurphy@jucom.com)

**Insert Rates:**

	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
2 Page	6,160	6,070	5,990	5,890	5,800	5,720	5,620	5,550	5,470	5,390
4 Page	12,320	12,140	11,980	11,780	11,600	11,440	11,240	11,100	10,940	10,780
6 Page	18,480	18,210	17,970	17,670	17,400	17,160	16,860	16,650	16,410	16,170
8 Page	24,640	24,280	23,960	23,560	23,200	22,880	22,480	22,200	21,880	21,560

**Insert Size Requirements:**

*2 page Insert Size:* 7 3/4" x 11"

*4 page Insert Size:* 15 1/2" x 11", furnished folded to 7 3/4" x 11"

*Insert Stock Wgt:* 80# preferred; 60# minimum. All tipped inserts must be submitted to Braveheart Publishing for approval prior to binding.

**Binding and Trimming:**

*Binding:* Saddle stitched, jogs to head. Inserts glue tipped to interior signature.

*Trimming:* 1/8" trimmed off top, bottom and face. Keep all live matter 1/2" from trim edges. Finished trim size of the book - 8" x 10 3/4". Note that a 1/2" safety must be applied to both sides of the gutter edge of the insert.

**Insert Quantity:** 13,250

**Insert Shipping:**

JUCM, The Journal of Urgent Care Medicine CSR  
 Cadmus Communications  
 1991 Northampton Street  
 Easton, PA 18042  
 610-250-9111

Attn: Journal of Urgent Care Medicine, K. Ray  
 Issue Date, Quantity, Advertiser

**Disposition of Material:**

Material furnished for advertising reproduction will be destroyed 12 months subsequent to issue date unless otherwise instructed.

**Production Materials:**

JUCM, The Journal of Urgent Care Medicine  
 Cleveland Street Design  
 39 Cleveland Street  
 Caldwell, NJ 07006  
 Tel: 973-650-1689  
 Fax: 973-226-6816  
 Email: tdeprenda@jucm.com

**Recruitment and Classified Advertising:**

Ann Locke  
 Russell Johns Associates, LLC.  
 P.O. Box 1510  
 Clearwater, FL 33757-1510

**Overnight Delivery:**

1001 S. Myrtle Avenue  
 Suite 7  
 Clearwater, FL 33756-3930  
 Phone: (800) 237-9851  
 Phone: (727) 443-7666  
 Fax: (727) 445-9380

Email: [jucm@rja-ads.com](mailto:jucm@rja-ads.com)  
 Web: [www.rja-ads.com/jucm](http://www.rja-ads.com/jucm)

**2009 Bonus Distribution:**

UCAOA Annual Convention—April 20, Las Vegas

ACEP Scientific Assembly—October 5, Boston

AAFP Annual Meeting—October 14, Boston

UCAOA Fall Conference—October 23, Dallas

NAOHP National Conference—Time/Place TBD

**Services to Advertisers:**

Editorial Reprints, Sponsorships of Supplements, Sponsored Subscriptions, and Special Projects are available. Please contact publisher for a quote.

Braveheart Publishing  
Stuart Williams  
201-529-4004  
[swilliams@jucm.com](mailto:swilliams@jucm.com)

**General Information:*****Acceptance of Advertising***

Advertising is subject to approval by the publisher, which reserves the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher and Editor of the Journal from and against any loss, expense, claim, or liability resulting from their advertisement.

***Policy on Placement of Advertising***

Advertisements are dispersed between and within selected editorial features and departments and are rotated fairly.

**Digital Specifications:*****File formats***

Recommended format is PDF/X-1a distilled by Acrobat 4.0 or higher, set for compatibility with PDF version 1.3 (Acrobat); EPS; or TIFF files. All images and fonts must be embedded only. Anything less is not acceptable. All color space must be CMYK (NO RGB). TIFF & EPS films must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; combination grayscale and color images: 500-900 dpi; line art (bitmap) images: 900-1200 dpi.

***Page Layout***

We accept native page-layout application files that are created in QuarkXPress for Macintosh and Adobe InDesign for Macintosh. All QuarkXPress files will be processed in QuarkXPress 7.0. All Adobe InDesign application files will be processed in Adobe InDesign CS3. Supply as single page files only, right reading, portrait mode 100% size, no rotation. The page-layout file must be set up to the true-trim size of the publication (8" x 10 3/4").

Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides. Keep live matter, such as text, 1/2" from trim edges. Crop marks must be included, positioned 1/2" outside trim (do not have crop marks encroach into the bleed area). Reverse type should be at least 9 point and should NOT be any serif type at this small size. Fine lettering should be restricted to one color. All fonts and graphics must be embedded.

***Color Space***

All color images and files are to be supplied as CMYK with a total area coverage (TAC) not to exceed 300% for the darkest area of an image. Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "dark blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs, make sure spot color naming is consistent in all applications. Media Delivery CD-ROM/ISO-9660 Format, DVD or Zip disk (100MB, 250MB) Mac or PC format. All media must be labeled with the following: journal title & issue date, advertiser, agency name, agency contact & phone number. Attach printout of disk contents. FTP transfer accepted by arrangement only.

***Proofs***

All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All black-and-white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contract color proof, which includes a SWOP proofing bar.

**Film Specifications:**

Film negatives, right reading, 133-line screen, emulsion side down. Each piece of film should have PMS or process color identified, center and trim marks, and register marks on all sides. For spread ads, all type and images must be kept 1/4" away from gutter trims (1/2" total). One proof must accompany advertising material. A SWOP approved analog color proof that contains color bars must accompany four color advertising film. Furnished proofs are considered final unless otherwise indicated.