

2010/2011 RATE CARD



*Reach thousands of interested urgent care buyers
via our print and digital editions*

Print Edition:

- Published in September 2010 and sent to the full circulation of JUCM's 12,500 potential buyers. Reach clinic owners, directors and clinicians practicing in over 9,100 urgent care clinics nationwide.
- Copies of the 2010/2011 Urgent Care Buyer's Guide will also be distributed at the national UCAOA conventions, as well as the ACEP, AAFP, and NAOHP conventions.

Online Edition:

- Featured prominently on www.jucm.com, the online edition offers buyers instant access to your ad for a full year. Depending upon which options you choose, your ad can feature live links to your website, live email links, and video or flash elements to attract buyer interest. Through the first 8 months, the online edition had 1,175 visits and over 23,000 page views.

See the Current Version of the Buyer's Guide:

<http://jucm.com/magazine/?mid=b9bff8f8>

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UC+BG URGENT CARE
Buyer's Guide™

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40	Equipment, Capital, Occupational Medicine	92	Supplies, Medical
41	Equipment, Capital, Office Furniture	93	Supplies, Orthopedic
42	Equipment, Capital, Surgical Instruments and Accessories	94	Supplies, Physical Therapy
43	Equipment, Diagnostic, Chemistry Analyzer	95	Supplies, Point of Care Testing
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46	Equipment, Diagnostic, Oximetry	98	Training Manuals & DVDs
47	Equipment, Diagnostic, Point of Care	99	Training Models (anatomical)
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Rates and Specifications:

Purchase Your Listings or Advertisements Online:

https://www.jucm.com/buyers_guide/purchase.php

Browse how the different ad options look:

<http://viewer.zmags.com/publication/b9bff8f8#b9bff8f8/10>

Display Rates	
Page Size	Net Cost
Full Page	\$2,600
1/2 Page	\$2,000
1/3 Page	\$1,600
4th Cover	\$1,000 premium

Text Listing Rates	
Listing	Net Cost
Free Listing	Runs if Space is Available
A Listing	\$199
B Listing	\$399

Description	Free Listing	"A" Listing	"B" Listing
Company Name / Website URL	X	X	X
Print Listing	X	X	X
Online Listing	X	X	X
Address	X	X	X
Phone	X	X	X
E-mail Address		X	X
50-Word Description		X	X
Corporate Logo			X
Highlighted Listing			X

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Advertising Due Dates:

Space due: July 26, 2010

Materials due: July 26, 2010

Ad Sizes		
Ad	Standard Page	Bleed Page
Cover	6.625" x 9.312"	8.25" x 11"
Full Page	6.625" x 9.312"	8.25" x 11"
1/2 Page	6.625" x 4.312"	
1/3 Page	2.25" x 9.312"	

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.

Digital Specifications:

File formats

For detailed instructions and information on Ad File Specifications go to:

www.cadmusmediaworks.com

From the Cadmus Media Works home page click on the icon labeled "Cadmus Media Works Digital File Specs".

Recommended format is PDF 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, or fonts outlined prior to PDF creation. Anything less is not acceptable. All color space must be CMYK (NO RGB). TIFF and EPS files 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 10.75"). Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides. Keep live matter, such as text, 1/2" (0.5") from trim edges. Crop marks must be included, positioned 1/2" (0.5") 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, 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 gladly accepted. Contact your sales rep for instructions