

JUCM™

THE JOURNAL OF URGENT CARE MEDICINE

2010 Display Advertising Rate Card

Effective January 2010

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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See Page 3 for detailed shipping information

Circulation: 12,500

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

Display Rates:

	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
Full Page	3,205	3,160	3,115	3,065	3,020	2,975	2,925	2,890	2,845	2,805
2/3 Page	2,565	2,535	2,485	2,455	2,415	2,385	2,345	2,305	2,275	2,240
1/2 Page	2,255	2,205	2,175	2,145	2,115	2,075	2,045	2,025	1,995	1,955
1/3 Page	1,605	1,585	1,555	1,535	1,505	1,485	1,465	1,440	1,415	1,395

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**

Special Position Premiums:

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

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

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

Closing and Materials Dates:

Issue	Publication	Ad Closing	Materials Due
January	JUCM	12/4/2009	12/11/2009
February	JUCM	1/4/2010	1/11/2010
March	JUCM	2/5/2010	2/12/2010
April	JUCM	3/5/2010	3/12/2010
May	JUCM	4/2/2010	4/9/2010
June	JUCM	5/3/2010	5/10/2010
July	JUCM	6/4/2010	6/11/2010
August	BUYERS GUIDE	7/19/2010	7/23/2010
September	JUCM	8/6/2010	8/13/2010
October	JUCM	9/6/2010	9/10/2010
November	JUCM	10/1/2010	10/8/2010
December	JUCM	11/5/2010	11/12/2010

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@jucm.com

Insert Rates:

	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
2 Page	6,410	6,320	6,230	6,130	6,040	5,950	5,850	5,780	5,690	5,610
4 Page	12,820	12,640	12,460	12,260	12,080	11,900	11,700	11,560	11,380	11,220
6 Page	19,230	18,960	18,690	18,390	18,120	17,850	17,550	17,340	17,070	16,830
8 Page	25,640	25,280	24,920	24,520	24,160	23,800	23,400	23,120	22,760	22,440

Insert Size Requirements:

2 page Insert Size: Glue Tip- 7 3/4" x 11"

4 page Insert Size: Glue Tip-15 1/2" x 11", furnished folded to 7 3/4" x 11" **Center Bind-**16 5/8" x 11", Furnished folded with a 3/8" high folio lap. (Front piece 8 1/8", Back side 8 1/2").

Insert Stock Wgt: 80# text preferred; 60# text 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: 12,750

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@jujcm.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) 443-7667
 Fax: (727) 445-9380

Email: jucm@rja-ads.com
 Web: www.rja-ads.com/jucm

2010 Bonus Distribution:

UCAOA Annual Convention—**May 25, Orlando**

ACEP Annual Meeting—**September 28, Las Vegas**

AAFP Annual Meeting—**September 29, Denver**

UCAOA Fall Conference—**October 22, Phoenix**

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

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.