

2011/2012 RATE CARD



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

Print Edition:

- Published in September 2011 and sent to the full circulation of JUCM's 12,300 potential buyers. Reach clinic owners, directors, and clinicians practicing in over 8,300 urgent care clinics nationwide.
- Copies of the 2011/2012 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 prospective 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, email links, and video or flash elements to attract buyer interest. Over 12 months (June 1, 2010-May 31 2011), the online edition had 1,400 visits and over 21,465 page views.

[Click Here to See the Current Version of the Buyer's Guide:](#)

Published by:



65 N. Franklin Turnpike
2nd Floor
Ramsey, NJ 07446

Advertising Representatives:

Peter Murphy
Phone: (201) 529-4020
Fax: (201) 529-4007
pmurphy@jucm.com

Stuart Williams
Phone: (201) 529-4004
Fax: (201) 529-4007
swilliams@jucm.com

2011/2012 RATE CARD



Urgent Care Buyer's Guide Categories

1	Accreditation	45	Equipment, Emergency/Crash Cart
2	Advertising	46	Equipment, Imaging, Ultrasound
3	Ancillary Services	47	Equipment, Imaging, X-ray
4	Architecture/Design & Build Services	48	Financial Services
5	Associations & Societies	49	Financing
6	Billing Collection Services	50	Franchises
7	Billing Services	51	Group Purchasing
8	Billing Software	52	HIPAA
9	Breath Alcohol Technician Training/ Certification	53	ICD-10 Training
10	Breath Alcohol Testing Devices	54	Insurance
11	Charts/Files/Records	55	Insurance, Medical Liability
12	Coding Products/Services/Software	56	Insurance, Risk Management
13	Coding Reference, Classes	57	Laboratory, Drug Testing
14	Compliance, OSHA	58	Laboratory, General Testing
15	Compliance, Urgent Care	59	Legal Services
16	Computer, Hardware, Software	60	Locum Tenens
17	Consulting Services, Marketing	61	Patient Education Supplies/Services
18	Consulting Services, New Clinic Startup or Expansion	62	Patient Satisfaction
19	Consulting Services, Occupational Medicine	63	Payroll Services
20	Consulting Services, Practice Management	64	Pension Planning
21	Continuing Medical Education, CME	65	Pharmaceuticals
22	Credentialing	66	Pharmaceuticals, Dispensing Systems
23	Credit Card Services	67	Pharmaceuticals, Injectable
24	Dental Care	68	Pharmaceuticals, Prescription Assistance Programs
25	Dictation Products	69	Pharmaceuticals, Vaccines
26	Document Imaging & Management	70	Practice Acquisition/Broker
27	Drug Screen Collection Supplies	71	Practice Management Software
28	Electronic Medical Records (EMR)	72	Radiology, Teleradiology
29	Employee Benefits	73	Real Estate Services
30	ePrescribing	74	Recruitment/Employment
31	Equipment Dealers, Refurbished	75	Revenue Cycle Management
32	Equipment Repair, Biomed	76	Supplies, General Medical
33	Equipment, Capital, Exam Tables	77	Supplies, Infection Control
34	Equipment, Capital, Leasing	78	Supplies, Orthopedic
35	Equipment, Capital, Lighting	79	Supplies, Point of Care Testing
36	Equipment, Capital, Occupational Medicine	80	Supplies, Sanitizing
37	Equipment, Capital, Office Furniture	81	Supplies, Wound Care
38	Equipment, Capital, Surgical Instruments and Accessories	82	Training Models (anatomical)
39	Equipment, Diagnostic, Chemistry Analyzer	83	Transcription Services
40	Equipment, Diagnostic, EKG	84	Translation Services
41	Equipment, Diagnostic, Hematology Systems	85	Travel Medicine
42	Equipment, Diagnostic, Oximetry	86	Uniforms
43	Equipment, Diagnostic, Point of Care	87	Web Site Development & Optimization
44	Equipment, Diagnostic, Radiology Archival & Retrieval Systems		

2011/2012 RATE CARD



Rates and Specifications:

[Click Here to Purchase Your Listings or Advertisements Online](#)

[Click Here to See How the Different Ad Options Look:](#)

Items included in listings:	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

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

Full and Fractional Page Ad Rates	
Page Size	Net Cost
Full Page (includes free "B" listing)	\$2,600
1/2 Page (includes free "A" listing)	\$2,000
1/3 Page	\$1,600
4th Cover	\$1,000 premium

2011/2012 RATE CARD



Advertising Due Dates:

Space due: August 5, 2011 **Materials due:** August 8, 2011

Full and Fractional Page 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

2011/2012 RATE CARD



Sample Free Listing

Systemex of America, Inc.
One Nelson C. White Parkway
Mundelein, IL 60060-9528
800-462-1262
www.systemex.com

Sample "A" Listing

The Joint Commission
One Renaissance Blvd
Oakbrook Terrace, IL 60181
630-792-5292
www.jointcommission.org/
urgentcare
AHCquality@jointcommission.org

Joint Commission Accreditation of your urgent care center is a visible demonstration to your patients, staff, payers and community that you have taken extra steps towards providing the safest, highest quality care. Take your center to the next level: contact us for more information on achieving this respected "Gold Seal of Approval™".

Sample "B" Listing

Urgent Care Association of America

4320 Winfield Road
Suite 200
Warrenville, IL 60555
877-698-2262
www.ucaoa.org
info@ucaoa.org

UCAOA was founded in 2004 to provide leadership, education and resources for the successful practice of urgent care. Since then we have grown to a membership of over 3500, with programs and services for both clinical and practice management professionals. Visit our website to learn more and become a member!



[Click Here to See How the Different Ad Options Look in the Online Edition:](#)