

JUCM™

THE JOURNAL OF URGENT CARE MEDICINE

www.jucm.com

2011 Web Advertising Rate Card

Effective January 2011

Published by:



65 N. Franklin Turnpike, 2nd Floor
 Ramsey, NJ 07446
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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: August 1, 2006

Web Site Advertising Sales

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Insertion Orders—Send to:

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Production Materials:

Please email materials and url link to:
webmaster@jucm.com

Closing and Materials Dates

<u>Issue</u>	<u>Ad Closing</u>	<u>Materials Due</u>
January	12/6/2010	12/10/2010
February	1/4/2011	1/11/2011
March	2/4/2011	2/9/2011
April	3/4/2011	3/11/2011
May	4/4/2011	4/8/2011
June	5/3/2011	5/10/2011
July	6/3/2011	6/10/2011
August	7/19/2011	7/22/2011
September	8/5/2011	8/12/2011
October	9/6/2011	9/12/2011
November	10/3/2011	10/10/2011
December	11/4/2011	11/11/2011

Ad Specifications:

Size 40K max
Rotation Accepted
Animated GIF Max 3 loops of animation – up to 15 seconds per loop
Required Resolution 72 dpi
Acceptable File Format GIF, JPEG, SWF [rich media (e.g., Flash)]
Color Palette 216 (for GIF files)
Rich Media Yes
Target URL Required
NOTE: Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.

2011 Web Advertising Rate Card

Banners	Position	Dimensions	Location	Net/month
1. Leaderboard	Top of page	728x90 pixels	Home page and other content pages	\$1,000
2. Skyscraper	Right Position	120x600 pixels	Home page and other content pages	\$650
3. Bottom Leaderboard or Banner	Bottom of page	728x90 pixels or 468x60 pixels	Home page and other content pages	\$500
4. Button	Left Position	125x125 pixels	Buttons rotate and appear on all content pages	\$200

The screenshot shows the homepage of the Journal of Urgent Care Medicine (JUCM). The page features a navigation bar with links like 'HOME', 'READ', 'WATCH', 'SUBMIT', 'BUYER'S GUIDE', 'REGISTER CASE', and 'ABOUT US'. Below the navigation bar is a search bar and a login section. The main content area includes a 'QUICK LINKS' sidebar, a featured article titled 'An Approach to Wound Care in the Urgent Care Setting' with a 'MARCH 2010' label, and several other sections like 'JUCM POS', 'WEB EXCLUSIVE', 'Images in Urgent Care', and 'CHALLENGE'. A 'BUYER'S GUIDE' is also visible. The page is annotated with yellow boxes and numbers: '1' is at the top center, '2' is on the right side, '3' is at the bottom center, and '4' is on the left side.