

# JUCM<sup>TM</sup>

THE JOURNAL OF URGENT CARE MEDICINE

## 2025 Display Advertising Rate Card

Braveheart Group, LLC  
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Carefree, AZ 85377  
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Fax: 480-219-9222

Effective January 1, 2025

### Editorial:

**JUCM, The Journal of Urgent Care Medicine** is the Official Publication of the Urgent Care Association (UCA). Each issue contains a mix of useful, peer-reviewed clinical and practice management articles which address the needs of clinicians, executives and administrators working in urgent care centers.

**Established:** October 1, 2006

**Issuance:** 11x per year  
(Combined July/August issue)

### Publishing Staff:

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### Circulation:

**Print:** 18,500  
**Digital:** 16,500

### Audience:

The circulation includes qualified clinicians, owners, executives and administrators working in urgent care facilities nationwide.

### Subscription Rates:

Individual \$50  
Institutional \$105  
<https://www.jucm.com/subscribe/>

# JUCM Display Advertising Rates

2025 Rate Card

## Display Rates:

Black and White	1x	3x	6x	9x	11x	18x	24x
Full Page	4,225	4,165	4,110	4,040	3,980	3,935	3,855
2/3 Page	3,380	3,340	3,275	3,235	3,180	3,150	3,095
1/2 Page	2,975	2,910	2,875	2,825	2,795	2,740	2,700
1/3 Page	2,115	2,100	2,050	2,025	1,980	1,955	1,930

## Color Charges:

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:

### 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.

Page Sizes	Non-Bleed Page	Bleed Page*
Journal Trim Size	8" w x 10.75" h	
Spread	14" w x 9.75" h	16.5" w x 11" h
Full Page	7" w x 9.75" h	8.25" w x 11" h
2/3 Page	4.5" w x 9.75" h	5.25" w x 11" h
1/2 Page Horizontal	7" w x 4.875" h	8.25" w x 5.625" h
1/2 Page Vertical	3.25" w x 9.75" h	4" w x 11" h
1/3 Page Vertical	2.25" w x 9.75" h	3" w x 11" h
*All Bleed ads must keep all live matter 1/2" from trim		

## Discounts:

Fifteen percent commission to recognized agencies 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 payment within 30 days of invoice; 15% subject to withdrawal on accounts not paid within 60 days of advertising which the advertiser or its agent ordered and for which advertising was published.

## Closing and Materials Dates:

2025			
Issue	Publication	Ad Closing	Materials Due
January	JUCM	12/10/2024	12/13/2024
February	JUCM	1/08/2025	1/13/2025
March	JUCM	2/10/2025	2/14/2025
April	JUCM	3/10/2025	3/14/2025
May	JUCM	4/08/2025	4/14/2025
June	JUCM	5/08/2025	5/13/2025
July/ August	JUCM	6/09/2025	6/13/2025
Buyer's Guide	Buyer's Guide Annual	7/24/2025	7/29/2025
September	JUCM	8/08/2025	8/12/2025
October	JUCM	9/09/2025	9/12/2025
November	JUCM	10/08/2025	10/14/2025
December	JUCM	11/07/2025	11/12/2025

# JUCM: Display Advertising Rates

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## Insert Rates:

	6x	12x	24x	36x
2 Page	8,215	7,955	7,715	7,510
4 Page	16,430	15,915	15,430	15,020
6 Page	24,645	23,870	23,140	22,525
8 Page	32,860	31,830	30,855	30,035

### Insertion Orders—Send to:

JUCM, The Journal of Urgent Care Medicine  
 Braveheart Group  
 11 E Sundial Circle, Ste 5  
 PO Box 5156  
 Carefree, AZ 85377  
 Fax: 480-219-9222  
[swilliams@jucm.com](mailto:swilliams@jucm.com)

### Insert Size Requirements:

**2 Page Insert Size:**  
**Glue Tip** - 7.75" x 11"

**4 Page Insert Size:**  
**Glue Tip**-15.5" x 11", furnished folded to 7.75" x 11"  
**Center Bind**-16.625" x 11", Furnished folded with a 3/8" (0.375") high folio lap. (Front piece 8.125", Back side 8.5").

### Insert Weight Requirements:

80# text preferred; 60# text minimum. All tipped inserts must be submitted to Braveheart Group for approval prior to binding.

### Binding and Trimming:

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

**Trimming:** 1/8" (0.125") trimmed off top, bottom and face. Keep all live matter 1/2" (0.5") from trim edges. Finished trim size of the book - 8" x 10.75". Note that a 1/2" (0.5") safety must be applied to both sides of the gutter edge of the insert.

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

**Insert Quantity:** 19,000

### Insert Shipping:

JUCM, The Journal of Urgent Care Medicine  
 Issue Month and Year  
 Company and Description (ie: 2 page insert)  
 Quantity per box, weight on skid  
 Intellicor West  
 Attn: Receiving/Claudia Smith  
 3575 Hempland Rd  
 Lancaster, PA 17601  
 717-291-3069

### Production Materials:

JUCM, The Journal of Urgent Care Medicine  
 Braveheart Group  
 11 E Sundial Circle, Ste 5  
 PO Box 5156  
 Carefree, AZ 85377  
 Phone: 480-245-6400  
 Fax: 480-219-9222  
 Email: [swilliams@jucm.com](mailto:swilliams@jucm.com)

### Recruitment and Classified Advertising:

Danielle McDade  
 Career Center Representative  
 Community Brands  
[Danielle.McDade@communitybrands.com](mailto:Danielle.McDade@communitybrands.com)  
 Phone: 860-579-1221  
 Website: [job.jucm.com](http://job.jucm.com)

### 2025 Bonus Distribution:

UCA Annual Meeting: **May issue**

## Additional Services:

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

Braveheart Group  
Stuart Williams  
480-245-6400  
[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 File Specifications:

**Intellicor Online Art Guidelines are Here:**  
<https://www.kwglobal.com/digital-art-support>

### File formats

PDF is the preferred file format. We accept PDF/X-1a+ files that adhere to the page geometry requirements (next column). Single-page PDF files are the standard for production and are required for certain types of automation processes. If you must send multiple-page PDF files, please discuss this with your Cenveo account manager. Pages contained in each multiple-page PDF file must be contiguous. Do not merge multiple PDF files into a single PDF file. This can create font ID conflicts and cause type characters in the merged file to drop unexpectedly.

### Submitting PDF Files

We accept native page-layout application files created in Adobe InDesign for Macintosh (up to and including Adobe InDesign CC 2014) and Adobe InDesign for Windows (up to and including Adobe InDesign CS5.5). We accept native page-layout application files created in QuarkXPress for Macintosh (up to and including QuarkXPress 10) and Windows (up to and including QuarkXPress 8.5).

## FILE CONSTRUCTION CONSIDERATIONS

### Imported Image Files

- Industry standard is for continuous-tone-type images to be saved to CMYK or Grayscale mode. Optimum resolution of continuous tone-type images is 2 times the line screen at which the publication will be produced. Minimum recommended resolution is 1.5 times the line screen at which the publication will be produced.
- Line-art scans should be saved to Bitmap mode and should have an effective resolution no lower than 600 ppi. The optimum resolution for this type of image is 1200 ppi.
- Apply custom effects (colorizing, rotation, and other special effects) in the photo-retouching program.
- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.

## Page Geometry Requirements

### PAGE-LAYOUT APPLICATION FILE DIMENSIONS

The page-layout file must be set up to the true-trim size of the publication. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides.

### PDF FILE DIMENSIONS

The originating page-layout application file must be set to the true-trim size of the publication. The overall (Media Box) size of the PDF file must be exactly trim-size-plus-one-inch with exactly one-half inch of space on each side of the trim to accommodate bleed and marks. This PDF file must include a valid TrimBox and crop/registration marks. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides, and crop marks must fall completely outside of the bleed area.

### Imported Art Files

- Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
- Select all text and convert to outlines before saving to import into the page layout.
- Be sure that the colors are specified properly in your files. Make sure that colors are set to CMYK rather than RGB. If elements are to print in a spot color, be sure the spot color name matches exactly to the spot color name for the same color used in the page-layout application. Make sure that spot colors are correctly designated as "Spot" and that process colors are correctly designated as "CMYK" or "Process Separation".
- Be aware of effects that can be caused by transparency and flattener settings. We recommend that all transparency be flattened in the final page file that is submitted for processing.
- We accept native page-layout application files that are created in QuarkXPress and Adobe InDesign. If you are sending application files (rather than PDF files), it is important that you supply all of the elements that went into the building of those files: fonts, art files, and high-resolution image files.
- Avoid use of third-party XTensions or Plug-Ins in your page-layout application if you are supplying native files.
- Avoid font menu styling to create type effects. Avoid use of TrueType fonts.
- Be sure colors are specified properly in your files. If you've created any custom colors or are using Pantone colors, be sure they're designated as "Process Separation" or "Spot" depending on the intent. Delete any unused colors from the palette. Make sure all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name.

### Coloring Black Elements

- All text that are to be black must be only colored as 100% black or a screen of black. Do not use Registration or a Process build to define the black element.
- All barcodes must to be black and colored as 100% black. Do not use Registration or a Process build to define the barcode.
- Rich Black elements should be built as C=30% M=30% Y=30% K=100%, Do not use for text.

### Confirmation

- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.