

JUCMTM

THE JOURNAL OF URGENT CARE MEDICINE

Urgent Care Devices & Services 2017 Display Advertising Rate Card

Effective January 2017

Braveheart Group, LLC
185 State Route 17
2nd Floor
Mahwah, NJ 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 needs of those practicing in today's busy urgent care centers.

Established: October 1, 2006

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

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Classified Advertising

Kyle Graichen
YM Careers
(727) 497-6565 x5960
kgraichen@yourmembership.com

Circulation:

Print: 14,000

Digital: 8,700

Audience:

The circulation includes qualified physicians, nurse practitioners, physician assistants, owners, executives and administrators working in urgent care facilities nationwide.

Subscription Rates:

Individual \$50

Institutional \$105

www.jucm.com/subscribe/signup.php

JUCM: Urgent Care Devices & Services

2017 Rate Card

Display Rates:

Black and White	1x	3x	6x	9x	11x	18x	24x
Full Page	4,250	4,190	4,130	4,060	4,000	3,955	3,880
2/3 Page	3,395	3,360	3,295	3,255	3,200	3,165	3,115
1/2 Page	2,990	2,925	2,890	2,840	2,810	2,755	2,710
1/3 Page	2,130	2,110	2,065	2,040	1,990	1,970	1,940

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:

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

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 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:

2016			
Issue	Publication	Ad Closing	Materials Due
January	JUCM	12/5/2016	12/9/2016
February	JUCM	1/3/2017	1/6/2017
March	JUCM	2/6/2017	2/10/2017
April	JUCM	3/6/2017	3/10/2017
May	JUCM	4/3/2017	4/7/2017
June	JUCM	5/5/2017	5/9/2017
July/August	JUCM	6/5/2017	6/9/2017
Buyers Guide	BUYERS GUIDE	7/17/2017	7/21/2017
September	JUCM	8/7/2017	8/11/2017
October	JUCM	9/5/2017	9/8/2017
November	JUCM	10/2/2017	10/6/2017
December	JUCM	11/6/2017	11/10/2017

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2017 Rate Card

Insert Rates:

	6x	12x	24x	36x
2 Page	8,260	8,005	7,760	7,555
4 Page	16,520	16,005	15,515	15,110
6 Page	24,780	24,010	23,275	22,665
8 Page	33,040	32,015	31,030	30,215

Insertion Orders—Send to:

JUCM, The Journal of Urgent Care Medicine
 Braveheart Group
 185 State Route 17, 2nd Fl
 Mahwah, NJ 07430
 Fax: (201) 529-4007
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: 14,000

Insert Shipping:

JUCM, The Journal of Urgent Care Medicine
 Quad Graphics
 1700 James Savage Rd
 Midland, MI 48642
 989-698-5528
 Attn: Journal of Urgent Care Medicine, Ryan Graham
 Issue Date, Quantity, Advertiser

Production Materials:

JUCM, The Journal of Urgent Care Medicine
 Braveheart Group
 185 State Route 17, 2nd Floor
 Mahwah, NJ 07430
 Phone: (201) 529-4004
 Fax: (201) 529-4007
 Email: swilliams@jucm.com

Recruitment and Classified Advertising:

YM Careers
 Kyle Graichen
 Career Center Representative
kgraichen@yourmembership.com
 Phone: (727) 497-6565 x5960
 Website: job.jucm.com

2017 Bonus Distribution:

UCAOA Spring Meeting—**May Issue**
 UCAOA Fall Meeting—**October Issue**
 NERUCA Conference—**October Issue**

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Additional Services:

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

Braveheart Group
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 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 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.

Specs Revised 10/1/16