

# JUCM<sup>TM</sup>

THE JOURNAL OF URGENT CARE MEDICINE

## Pharmaceuticals & OTC Products 2017 Display Advertising Rate Card

Effective January 2017

Braveheart Group,  
LLC  
185 State Route 17  
2nd Floor  
Mahwah, NJ 07430  
Tel: 201-529-4004

### 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)

### Publishing Staff:

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#### *Classified Advertising*

Kyle Graichen  
YM Careers  
(727) 497-6565 x5960  
[kgraichen@yourmembership.com](mailto: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](http://www.jucm.com/subscribe/signup.php)

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## Display Rates:

Black and White	1x	6x	12x	24x	36x	48x
Full Page	5,560	5,405	5,235	5,075	4,940	4,860
2/3 Page	4,445	4,310	4,185	4,075	3,940	3,890
1/2 Page	3,915	3,780	3,675	3,550	3,460	3,395
1/3 Page	2,785	2,700	2,605	2,540	2,450	2,420

## 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:

2017			
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

# JUCM: Pharmaceuticals & OTC Products

## 2017 Rate Card

### Insert Rates:

	6x	12x	24x	36x	48x
2 Page	10,810	10,470	10,150	9,885	9,715
4 Page	21,615	20,945	20,300	19,770	19,430
6 Page	32,425	31,415	30,450	29,650	29,150
8 Page	43,230	41,890	40,600	39,535	38,865

### 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@juem.com](mailto:swilliams@juem.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@juem.com](mailto:swilliams@juem.com)

### Recruitment and Classified Advertising:

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