

JUCM™

THE JOURNAL OF URGENT CARE MEDICINE

Pharmaceuticals & OTC 2021 Display Advertising Rate Card

Braveheart Group, LLC
185 State Route 17
Suite 4
Mahwah, NJ 07430
Tel: 201-529-4004
Fax: 201-529-4007

Effective January 1, 2021

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:

Publisher and Display Ad Sales
Stuart Williams
(201) 529-4004
swilliams@jucm.com

Editor-in-Chief
Joshua W. Russell, MD
editor@jucm.com

Executive Editor
Harris Fleming
hflaming@jucm.com

Sr. Editor, Practice Management
Alan A. Ayers, MBA, MAcc

Sr. Editor, Clinical Content
Michael B. Weinstock, MD

Sr. Editor, Research Content
Andy Barnett, MD

Editor, Pediatrics
David J. Mathison, MD

Publishing Staff (continued):

Contributing Editor
Monte Sandler

Art Director
Tom DePrenda
tdeprenda@jucm.com

Classified Ad Sales
Ross Gager
Community Brands
(860) 615-3983
ross.gager@communitybrands.com

Circulation:

Print: 18,500
Digital: 8,700

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: Pharmaceuticals & OTC

2021 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:

2021			
Issue	Publication	Ad Closing	Materials Due
January	JUCM	12/11/2020	12/16/2020
February	JUCM	1/12/2021	1/15/2021
March	JUCM	2/12/2021	2/15/2021
April	JUCM	3/12/2021	3/15/2021
May	JUCM	4/12/2021	4/15/2021
June	JUCM	5/12/2021	5/17/2021
July/ August	JUCM	6/14/2021	6/16/2021
Buyer's Guide	Buyer's Guide Annual	7/26/2021	7/30/2021
September	JUCM	8/13/2021	8/16/2021
October	JUCM	9/15/2021	9/20/2021
November	JUCM	10/15/2021	10/18/2021
December	JUCM	11/15/2021	11/17/2021

Insert Rates: Editorial:

	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
 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: 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/George Gordon
 3575 Hempland Rd
 Lancaster, PA 17601
 717-285-6818

Production Materials:

JUCM, The Journal of Urgent Care Medicine
 Braveheart Group
 185 State Route 17, Suite 4
 Mahwah, NJ 07430
 Phone: (201) 529-4004
 Fax: (201) 529-4007
 Email: swilliams@jucm.com

Recruitment and Classified Advertising:

Ross Gager
 Career Center Representative
 Community Brands
ross.gager@communitybrands.com
 Phone: (860) 615-3983
 Website: job.jucm.com

2021 Bonus Distribution:

UCA Annual Meeting—**May Issue**
 NERUCA Conference—**November 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
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 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 Cenevo 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.