



Data Card #16 Effective Date: January 1, 2010

125 Strafford Avenue, Suite 220 • Wayne, PA 19087-3391  
(610) 975-4541 • Fax: (610) 975-4564

Publisher: Bruce M. White ext. 115

Published by Turner White Communications, Inc.

Publishers of:

- HOSPITAL PHYSICIAN®
- HOSPITAL PHYSICIAN BOARD REVIEW MANUALS
- JOURNAL OF CLINICAL OUTCOMES MANAGEMENT® (JCOM®)
- SEMINARS IN MEDICAL PRACTICE®
- CLINICAL GUIDES SERIES

#### RATES

1. Effective Date and Commissions:
  - a) Effective Rate Date: January 1, 2010. Fiscal year advertisers are not protected.
  - b) Agency Commission: 15% of gross billings on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice.
2. Earned Rates:
  - a) **Full Run:** Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread is considered two insertions. Each page of an insert is considered one insertion. Fractional pages (vertical or horizontal) count as one insertion. Cover positions apply to earned B&W rates.
  - b) **Combination Rates:** Insertions in JCOM® and HOSPITAL PHYSICIAN® count toward earned frequency rate in each of these publications. All insertions of a parent company and subsidiaries are combined to determine the earned rate.
  - c) **Corporate Umbrella Program:** By sponsoring a single-sponsored Board Review Manual Program or single-sponsored edition of JCOM®, SEMINARS IN MEDICAL PRACTICE® or CLINICAL GUIDES SERIES in combination with advertising in JCOM® and/or HOSPITAL PHYSICIAN®, the advertiser will be eligible to move up to the next earned rate frequency after calculating the combination rates applicable.
  - d) **Firsttime Advertiser Program:** Any product that has NOT advertised in either HOSPITAL PHYSICIAN® or JCOM® in 2009 is eligible to receive FREE and BONUS ad unit insertions dependent on advertising in 50% or all 2010 issues of JCOM®.
  - e) **Corporate Discount Program:** Any corporation that advertises in JCOM® and/or HOSPITAL PHYSICIAN® will be able to apply the gross amount of their 2010 advertising expenditures, including expenditures for single-sponsored specialty editions described above, to determine the appropriate corporate discount to be applied to 2010 gross advertising spending in JCOM® and HOSPITAL PHYSICIAN®.
  - f) **Demographic Rates:** Demographic coverage is available; consult publisher. Each page placed in a demographic run does not count as an insertion toward earned rate for full run.
  - g) The advertiser and its designated advertising agency are equally responsible for all charges incurred through the placement of advertising in JCOM®.

#### MECHANICAL REQUIREMENTS

##### 4. Ad Sizes and Bleed Sizes:

	Live Area	Bleed Sizes
Spread	15" x 10"	16 3/8" x 11"
Full Page	7 1/8" x 10"	8 1/8" x 11"
Half Page Vertical	3 3/8" x 10"	3 7/8" x 11"
Half Page Horizontal	7 1/8" x 4 3/4"	8 1/8" x 5 1/4"

- a) Hold live matter in 3/8" from trim on all sides
  - b) Trim size of journal: 7 7/8" x 10 3/4"
  - c) Minimum 1/8" bleed on all sides
5. Paper Stock:
- a) Inside pages: 40# machine coated, grade #5
  - b) Covers: 70# gloss with UV coating, grade #3
  - c) Four-color process: 40# machine coated
6. Type of Binding: perfect bound
7. Halftone Screen Requirements: 133 line screen
8. Reproduction Requirements:
- a) Follow Specifications for Web Offset Publications (SWOP) booklet, revised 1993.
  - b) Advertising materials should be sent in PDF format (PDF-X1a preferred) with all fonts and high resolution images embedded. Native application files will not be accepted.
  - c) If it is necessary to send film send negatives, right reading, emulsion down, plate ready.
  - d) Proofing: Two comprehensive proofs and one set of progressive proofs complete with color bars are required for all materials. Ink hues and densities must conform to SWOP standards.
  - e) Reproduction material will be held 1 year from date of last insertion and then destroyed unless otherwise specified.
  - f) Send disks and color proofs to:  
Suzanne Banish, Production Director, JCOM®  
125 Strafford Avenue, Suite 220, Wayne, PA 19087-3391  
e-mail: sbanish@turner-white.com

#### SUPPLIED ADVERTISING INSERTS

9. Guidelines:
- a) JCOM® follows AMP insert guidelines.
  - b) The maximum micrometer reading is not to exceed 0.004". A variance of 5% is allowed to accommodate unevenness in 0.004" stock.
  - c) All inserts to be full size, supplied untrimmed, printed, folded, and ready for binding.
  - d) Trimming: Two page inserts delivered to plant 8 1/8" x 11". One-eighth inch will be trimmed off the face, head, skive, and foot. All inserts jog to the foot.
  - e) Quantity: 55,000
  - f) Shipping: Carton packing preferred with publication name, date, and insert quantity clearly marked on pallets that are 42" x 48". Each load should be a maximum of 54" from upper surface of pallet.
  - g) Ship to: RR Donnelley and Sons Company, Pontiac Division  
1600 North Main Street, Pontiac, IL 61764-0140  
Attn: JCOM® Customer Service Representative
  - h) All insert advertisers must supply PDF files (as sent to the insert printer) to the Production Director of JCOM (address above) in order for their ads to appear in the digital version of JCOM.

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## 2010 RATES FOR THE JOURNAL OF CLINICAL OUTCOMES MANAGEMENT®

### JCOM®— PAGE RATES-B&W:

	1X	6X	12X	24X	36X	48X	72X	96X	120X	144X	180X
<b>Page</b>	\$8200	\$7900	\$7700	\$7500	\$7400	\$7200	\$7100	\$7000	\$6900	\$6800	\$6700
<b>Half Page</b>	\$5750	\$5530	\$5390	\$5250	\$5180	\$5040	\$4970	\$4900	\$4830	\$4760	\$4690

### EDITORIAL

- Editorial Uniqueness: JCOM® is the first and only clinical outcomes **application-to-practice** journal that gives physicians and managed care decision makers **evidence-based** practical information for improving health care quality.
- Editorial Direction: The goals of JCOM® are to translate evidence into practical information for physicians and managed care decision makers and to help them improve the safety and effectiveness of care. A key monthly feature is the case-based review, which provides a critical review of the literature in the context of an unfolding patient case. JCOM's content also includes original research, traditional reviews, and reports on improvement strategies and system innovations.
- Regular Editorial Features: Case-Based Reviews, Reports from the Field, Original Research, Outcomes Research in Review, Clinical Reviews
- Reprints: available upon request
- Average Issue Information: Ad:Edit—50:50; advertising placement policy—interspersed; ad format—rotated

### SUBSCRIPTION RATES

U.S.—\$170; Foreign—\$360 U.S.; Single Issue Price—\$30

### PAGE RATES-COLOR (Additional to earned B&W rates)

Color	Per page or fraction
Standard SWOP Color:	\$ 1100
Matched Color:	1350
Matched Color-Metallic:	1625
Three- or Four-Color:	2400
Five-Color:	3750
Six-Color	5100
Bleed:	No Charge

### COVERS, PREFERRED POSITIONS, INSERTS

- Covers (non-cancelable)
 

Cover 2:	\$11,500	Cover 4:	\$13,000
Cover 3:	\$9900	Covers 3 & 4:	\$22,900
- Preferred Positions: Table of Contents, Editorial Board, Outcomes Research in Review, First Article = 10% premium above earned B&W rate. Consecutive pages or consecutive right hand pages: 10% premium above earned B&W rate.
- Furnished inserts billed at B&W rate at frequency earned.

### CLASSIFIED RATES

- Contact Deb Chavis at (610) 975-4541 ext. 112
- LineAds: 50 words or less—\$235; each additional 20 words or less—\$110
  - Small Display Ads: \$235 per column inch (3/8" wide x 1" high); 1/4 page—\$1710; 1/2 page—\$3160

### ISSUANCE AND CLOSING

- First Issue: October 1994
- Frequency: 12 times per year
- Mailing Dates: week of publication
- Audit: BPA Publishers Statement: January and July
- List House: SK & A

Issue	Close Issue	ROB Ad Material Due	Inserts Due at Printer
January	12-10-09	12-11-09	12-21-09
February	1-6	1-7	1-13
March	2-3	2-4	2-10
April	3-3	3-4	3-10
May	4-7	4-8	4-14
June	5-4	5-5	5-11
July	6-2	6-3	6-9
August	7-7	7-8	7-14
September	8-4	8-5	8-11
October	8-31	9-1	9-8
November	10-6	10-7	10-13
December	11-2	11-3	11-9

### CIRCULATION

<b>TOTAL MEDICAL DIRECTORS</b>	<b>27,220</b>
HMOs/PPOs/PBMs	300
Hospital Management Companies	2750
Group Medical/Surgicenters	14,100
Nursing Home/Skilled Nursing	5520
Chiefs of Staff	4550
<b>PRESIDENTS, CEOs, EXECUTIVE DIRECTORS</b>	<b>2110</b>
<b>DIRECTORS OF CASE MANAGEMENT</b>	<b>3470</b>
<b>PHARMACY DIRECTORS</b>	<b>60</b>
<b>DIRECTORS OF PHARMACY SERVICES</b>	<b>520</b>
<b>CHIEF PHARMACISTS</b>	<b>3178</b>
<b>CLINICAL PHARMACISTS</b>	<b>1850</b>
<b>FORMULARY DIRECTORS/COMMITTEE MEMBERS</b>	<b>3100</b>
<b>HOSPITALISTS</b>	<b>2810</b>
<b>QUALITY ASSURANCE DIRECTORS</b>	<b>1122</b>
<b>DIRECTORS OF UTILIZATION REVIEW</b>	<b>30</b>
<b>GOVERNMENT — MEDICAID/MEDICAL DIRECTORS</b>	<b>30</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,500</b>