



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

Data Card #17 Effective Date: January 1, 2011
 125 Strafford Avenue, Suite 220, Wayne, PA 19087-3391

(610) 975-4541 • Fax: (610) 975-4564
 Publisher: Bruce M. White ext. 1315

RATES

1. Effective Date and Commissions:
 - a) Effective Rate Date: January 1, 2011. 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 Withdrawn on accounts not paid within 30 days of invoice.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) **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®, the advertiser will be eligible to move up to the next earned rate frequency after calculating the combination rates applicable.
 - c) **FirstTime Advertiser Program:** Any product that has NOT advertised in JCOM® in 2010 is eligible to receive FREE and BONUS ad unit insertions dependent on advertising in 7 or all 2010 issues of JCOM®.
 - d) **Corporate Discount Program:** Any corporation that advertises in JCOM® will be able to apply the gross amount of their 2011 advertising expenditures, including expenditures for single-sponsored specialty editions described above, to determine the appropriate corporate discount to be applied to 2011 gross advertising spending in JCOM®.
 - e) **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.
 - f) 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 1/2" 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 1/2" 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:
 Production Department, JCOM®
 125 Strafford Avenue, Suite 220, Wayne, PA 19087-3391
 e-mail: production@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: 51,500
 - 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.

EDITORIAL

10. 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.
11. 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.
12. Regular Editorial Features: Case-Based Reviews, Reports from the Field, Original Research, Outcomes Research in Review, Clinical Reviews
13. Reprints: available upon request
14. Average Issue Information: Ad:Edit—50:50; advertising placement policy—interspersed; ad format—rotated

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2011 RATES FOR THE JOURNAL OF CLINICAL OUTCOMES MANAGEMENT®

JCOM®— PAGE RATES-B&W:

| | 1X | 6X | 12X | 24X | 36X | 48X | 72X | 96X | 120X | 144X | 180X |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Page | \$8500 | \$8200 | \$8000 | \$7800 | \$7700 | \$7500 | \$7400 | \$7300 | \$7200 | \$7000 | \$6900 |
| Half Page | \$6000 | \$5750 | \$5600 | \$5500 | \$5400 | \$5300 | \$5200 | \$5100 | \$5000 | \$4900 | \$4850 |

SUBSCRIPTION RATES

U.S.—\$180; Foreign—\$380 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: | 1650 |
| Three- or Four-Color: | 2500 |
| Five-Color: | 3850 |
| Six-Color | 5200 |
| Bleed: | No Charge |

COVERS, PREFERRED POSITIONS, INSERTS

15. Covers (non-cancelable)
 B&W rate + (percentage x B&W rate) + color charge
 Cover 2: 25% Cover 3: 10% Cover 4: 40%
16. 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.
17. Furnished inserts billed at B&W rate at frequency earned.
- ### CLASSIFIED RATES
18. LineAds: 50 words or less—\$235; each additional 20 words or less—\$110
 19. Small Display Ads: \$235 per column inch (3 1/8" wide x 1" high); 1/4 page: \$1710; 1/2 page: \$3160

ISSUANCE AND CLOSING

1. First Issue: October 1994
2. Frequency: 12 times per year
3. Mailing Dates: week of publication
4. Audit: BPA Publishers Statement: January and July
5. List House: SK & A

| Issue | Close Issue | ROB Ad Material Due | Inserts Due at Printer |
|-----------|-------------|---------------------|------------------------|
| January | 12-8-10 | 12-10-10 | 12-20-10 |
| February | 1-4-11 | 1-6-11 | 1-12-11 |
| March | 2-1-11 | 2-3-11 | 2-9-11 |
| April | 3-1-11 | 3-3-11 | 3-9-11 |
| May | 4-5-11 | 4-7-11 | 4-13-11 |
| June | 5-3-11 | 5-5-11 | 5-11-11 |
| July | 6-1-11 | 6-2-11 | 6-8-11 |
| August | 7-5-11 | 7-7-11 | 7-13-11 |
| September | 8-2-11 | 8-4-11 | 8-10-11 |
| October | 9-1-11 | 9-2-11 | 9-7-11 |
| November | 10-4-11 | 10-6-11 | 10-12-11 |
| December | 11-1-11 | 11-2-11 | 11-8-11 |

CIRCULATION

Source: BPA International Publishers Statement, July 2010

| Title | |
|--|---------------|
| President/CEO | 1905 |
| Medical Director | 281 |
| Managed Care Director | 39 |
| Medicare/Medicaid Director | 12 |
| Formulary Director | 121 |
| Pharmacy Director/Manager | 433 |
| Pharmacists | 2481 |
| Director of Case Management | 26 |
| Director of Utilization Review | 24 |
| Director of Quality Assurance | 778 |
| Total HMO/PPO/IHO/PBM, HMC | 6,100 |
| CEO/Administrator | 2987 |
| Chairman of Formulary/Formulary Committee Member | 3135 |
| Managed Care Director | 3923 |
| Medical Director | 3650 |
| Pharmacy Services Director | 4227 |
| Clinical Pharmacist | 2931 |
| Utilization Review | 900 |
| Director of Quality Improvement | 599 |
| Hospitalists | 595 |
| Total Hospital | 22,947 |
| Medical Director/Chief Medical Officer | 5449 |
| Pharmacy Director & Managers | 241 |
| Case Manager | 240 |
| Nursing Home/Skilled Nursing Facilities | 5,930 |
| Medical Director | 6488 |
| Hospitalists | 3495 |
| Director of Quality Assurance | 193 |
| Group Medical Practice & Surgicenter | 10,176 |
| Grand Total | 45,153 |