

HOSPITAL PHYSICIAN®

Data Card #44 Effective Date: March 1, 2009

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, 2009. 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 Withdrawn on accounts not paid within 30 days of invoice.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 HOSPITAL PHYSICIAN® and JCOM® 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 HOSPITAL PHYSICIAN®, and/or JCOM®, 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 2008 is eligible to receive FREE and BONUS ad unit insertions dependent on advertising in 50% or all 2009 issues of HOSPITAL PHYSICIAN®.
 - e) **Corporate Discount Program:** Any corporation that advertises in HOSPITAL PHYSICIAN® and/or JCOM® will be able to apply the gross amount of their 2009 advertising expenditures, including expenditures for single-sponsored specialty editions described above, to determine the appropriate corporate discount to be applied to 2009 gross advertising spending in HOSPITAL PHYSICIAN® and JCOM®.
 - 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 HOSPITAL PHYSICIAN®.

MECHANICAL REQUIREMENTS

3. 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

4. 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

5. Type of Binding: perfect bound

6. Halftone Screen Requirements: 133 line screen

7. Reproduction Requirements:

- a) Follow Specifications for Web Offset Publications (SWOP) booklet, revised 1993.
- b) Advertising materials should be sent in PDF format (PDF-X1a or better 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
HOSPITAL PHYSICIAN®
125 Strafford Avenue, Suite 220, Wayne, PA 19087-3391
e-mail: sbanish@turner-white.com

SUPPLIED ADVERTISING INSERTS

8. Guidelines:

- a) HOSPITAL PHYSICIAN® 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: 62,000
- 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, Pontiac Division
1600 North Main Street, Pontiac, IL 61764-0140
Attn: HOSPITAL PHYSICIAN® Customer Service Rep

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HOSPITAL PHYSICIAN®

2009 RATES FOR HOSPITAL PHYSICIAN®

HOSPITAL PHYSICIAN®—Page Rates B&W:

	1X	6X	12X	24X	36X	48X	72X	96X	120X	144X	180X
Page	\$7700	\$7500	\$7000	\$6500	\$6000	\$5500	\$5400	\$5300	\$5200	\$5100	\$5000
Half Page	\$5390	\$5250	\$4900	\$4550	\$4200	\$3850	\$3780	\$3710	\$3640	\$3570	\$3500

EDITORIAL

9. Editorial Direction: Practical, clinically oriented, peer-reviewed articles directed at hospital- and office-based physicians, especially residents. Articles are concise and focus on diagnosis and treatment. All articles are peer reviewed by members of the Editorial Board and/or Manuscript Review Board.
10. Regular Editorial Features: Clinical Review Articles, Case Reports, Seminars in Medical Practice, Review of Clinical Signs, Board Review Self-Assessment Questions, Rx Update, Infectious Diseases Update, Clinical Practice Exams, Code Blue Stories
11. Reprints: available upon request
12. Average Issue Information: ad/edit—50:50; ad placement policy—interspersed; ad format—rotated

ANNUAL SUBSCRIPTION RATES

US—\$145; Foreign—\$300 US
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

13. Covers (non-cancelable): Cover 2, \$12,000; Cover 3, \$9900; Cover 4, \$13,300; Covers 3&4, \$23,200
14. Preferred Positions: Table of Contents, Infectious Diseases Update, Rx Update, Review of Clinical Signs, Resident Grand Rounds, First Editorial: 10% premium above earned B&W rate. Consecutive pages or consecutive right hand pages: 10% premium above earned B&W rate.
15. Furnished inserts billed at B&W rate at frequency earned.

CLASSIFIED RATES

- Contact Deb Chavis at (610) 975-4541 ext. 112
17. Line Ads: 50 words or less—\$235; each additional 20 words or less—\$110
 18. Small Display Ads: \$235 per column inch (3 1/8" wide x 1" high); 1/4 page—\$1730; 1/2 page—\$3160

ISSUANCE AND CLOSING

1. First Issue: July 1965 (successor to RISS magazine, established 1957)
2. Frequency: 7 times per year
3. Issue Dates: 1st of the month
4. Mailing Dates: 25th of the month prior to date of issue
5. Audit: BPA Publishers Statement: January and July
6. List House: Cegedim Dendrite

Issue	Close Issue	ROB Ad Material Due	Inserts Due at Printer
January	12-10-08	12-11-08	12-17-08
February	1-6-09	1-7-09	1-14-09
March/ April	2-24-09	2-25-09	3-3-09
May/ June	4-29-09	4-30-09	5-6-09
July/ August	6-29-09	6-30-09	7-8-09
September/ October	9-1-09	9-2-09	9-9-09
November/ December	10-28-09	10-29-09	11-4-09

CIRCULATION: Effective January 2009

Specialty	Office-Based Practice		Full-Time Hospital		TOTALS
	Practice	Residents	Staff	Hospitalists	
Cardiovascular Diseases	—	2300	1000	—	3300
Emergency Medicine	8490	3050	3340	—	14,880
Endocrinology	1070	500	270	—	1840
Family Medicine	—	3240	640	—	3880
General Surgery	—	4320	—	—	4320
Infectious Diseases	1850	672	510	—	3032
Internal Medicine	—	13,800	1100	—	14,900
Neurology	—	1400	755	—	2155
Psychiatry	—	2413	500	—	2913
Pulmonary Disease	—	80	450	—	530
Rheumatology	—	370	190	—	560
Hospitalists	—	—	—	2600	2600
Total	11,410	32,145	8755	2600	54,910

TOTAL QUALIFIED CIRCULATION

54,910