



# Classified Advertising

*Rate Card Number 16 | Effective January 2009*



# Editorial Profile, Circulation & Readership

## Editorial Profile

*American Medical News* is the best-read newspaper on professional, social, economic and policy issues in medicine. Its large national circulation cuts across geographic regions, practice settings and medical specialties. *AMNews* presents concise but detailed information not provided by lay press, and a socioeconomic, practice-oriented slant not found in clinical journals. Its reporting, writing and design have won prestigious newspaper industry awards. It is directed to physicians in private practice and to physicians on hospital and managed care staffs, in military service and on medical faculties.



*American Medical News.*  
*The only multispecialty newspaper for physicians.*

## Circulation & Readership

*AMNews* has the largest circulation of any newspaper directed to a physician audience, including not only AMA members in a wide range of specialties, but also the full universe of office-based MDs and DOs in the specialties of internal medicine, cardiovascular disease, family medicine, and general practice. The newspaper also is received by the full universe of MD residents beyond the first year of training in these same specialties.

*AMNews* is structured for quick and easy reading, and syndicated survey results bear out this point, as no other single publication in the marketplace generates the total advertising exposure of *AMNews*. Physician recruiters, CME providers, or those selling products and services benefit from an audience having a keen interest in socioeconomic news and career development, with 49% of *AMNews*' physician circulation under the age of 45.

AMNEWS CIRCULATION SUMMARY	
<i>Average of January 7 and July 7, 2008 issues</i>	
MAJOR PROFESSIONAL ACTIVITY	CIRCULATION
Office-Based Practice	212,927
Residents/Fellows	36,288
Full-Time Hospital Staff	7,843
Medical Teaching	532
Administration	1,084
Research	257
Other Activity	3,514
<b>Total US Physicians</b>	<b>262,443</b>
Medical Students	971
Institutional/Other	872
<b>Total Qualified Circulation</b>	<b>264,285</b>

Source: BPA Worldwide.

# 2009 Advertising Rates

## Display Unit Base Rates, Black & White

PER INSERTION	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	COL INCH
AMNews Alone	\$5,095	\$3,135	\$2,320	\$1,905	\$1,315	\$970	\$330
In Combination with JAMA	8,940	7,875	5,810	4,720	3,295	2,435	595

The minimum unit is 1 column inch. Column inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45. AMNews recruitment ads appear online concurrent with their print schedule at no additional charge. Ads for CME, Meetings, Products & Services, and Online Job Listing Sites are ineligible for online posting.

## Color Charges

PER INSERTION, EXTRA	FULL PAGE	FRACTIONAL
2-Color Matched*	\$790	\$395
4-Color Process	1,910	955

\*Matched color generally will be converted to 4-color process equivalent. For details, see page 8.

## Word Advertising Rates

Available to recruitment advertisers only

PER WORD, PER INSERTION	REGULAR	BOLD
AMNews Alone	\$4.55	\$5.10
In Combination with JAMA	\$8.20	\$9.25

Minimum words per ad is 30.

## Multiple Insertion Savings

FREQUENCY	DISCOUNT
1 Insertion	0%
2 Insertions	3%
3 Insertions	8%
4 Insertions	15%

To be eligible for multiple insertion savings, all insertions must be placed at the same time.

## Composition Service

UNIT SIZE	CHARGE
Full Page	\$180
2/3 Page	165
1/2 Page	155
1/3 Page	140
1/4 Page	130
1/6 Page	120
Per Col Inch	25

Typesetting services are available for display ad units. Charges apply to any material not furnished to specifications on page 8. Billed on the first insertion or when extensive revisions are required.

## Online Enhancements

TYPE OF UPGRADE	DURATION	EXTRA
Bold Listing	1 week	\$50
Highlight Listing	1 week	50
Featured Position	1 week	50
Spotlight Results	1 week	100
Employer Profile	1 week	100
Advance Posting	2 weeks	100

Online banner advertising is available on both careers and newspaper sites. Please contact us for details.

## Advertiser Savings Program

### Savings for Volume Advertisers

You can accrue substantial savings by concentrating your classified advertising in AMA periodicals. Whether you're placing ads for physician recruitment, educational seminars, or products and services germane to the practice of medicine, this program helps get the most from your media budget. Only recognized advertiser parent companies and their subsidiaries are eligible; this program does not apply to purchasing agency spend, nor does it apply to online-only credit card transactions.

### Plan A—Contract Savings

When you make a spending commitment for calendar year 2009 prior to your first insertion, you start saving from day 1. A contract signed by the advertiser's authorized agent must be accepted by the publisher before your first order is placed. If space will be placed by an advertising agency, the contract must be signed by both advertiser and agency.

When actual spending during the year attains a higher level than that committed, additional savings will be applied to subsequent paid orders; however, rebates will not be given for any space previously booked. If your commitment is not satisfied during the year, you will be short rated. Please contact us for a PDF of the agreement to be completed and returned before your first order.

### Plan B—Save as You Go

If you have not signed a contract but attain one of our established spending levels for calendar year 2009, the appropriate savings rate can be applied to subsequent paid orders. Rebates will not be given for ads that already have run. Contact your advertising representative for complete details.

2009 GROSS SPENDING COMMITMENT		
LEVEL	MINIMUM	SAVINGS
1	\$15,000	3%
2	25,000	5%
3	40,000	8%
4	50,000	10%
5	75,000	15%
6	100,000	20%

"In 24+ years of marketing our medical office software products, classified advertising in *American Medical News* has proven to be a most successful way to reach physicians in all specialties. Advertising in *AMNews* is an excellent value and a tremendous way to reach our target audience. Each year when I lay out my budget, *AMNews* is an automatic choice. I know it always brings us a good return."

*Robert D. Bridgman*  
 Marketing Director  
 American Medical Software  
 Edwardsville, Illinois

# Advertising Categories

## Career Opportunities

Academic/Faculty  
 Administrative/Executive  
 Allergy/Immunology  
 Anesthesiology  
 Cardiovascular Disease  
 Chief/Dept Head/Director  
 Critical Care Medicine  
 Dermatology  
 Emergency Medicine  
 Endocrinology  
 Family Medicine  
 Gastroenterology  
 General Practice  
 Geriatrics  
 Hematology/Oncology  
 Hospice/Palliative Medicine  
 Hospitalist  
 Infectious Disease  
 Internal Medicine  
 Internal Medicine/Pediatrics  
 Locum Tenens  
 Multiple Specialties/Group Practice  
 Nephrology  
 Neurology  
 Obstetrics/Gynecology  
 Occupational Medicine  
 Ophthalmology  
 Other Specialty/Position  
 Otolaryngology  
 Pain Management  
 Pathology  
 Pediatrics  
 Pediatric Cardiology  
 Physical Medicine/Rehabilitation  
 Physician Assistant  
 Practice for Sale  
 Primary Care  
 Psychiatry  
 Public Health/Preventive Med  
 Pulmonary Disease  
 Radiology  
 Research Position  
 Residency/Fellowship  
 Rheumatology

Staff Physician  
 Surgery, General  
 Surgery, Colon/Rectal  
 Surgery, Neurological  
 Surgery, Orthopedic  
 Surgery, Pediatric  
 Surgery, Plastic  
 Surgery, Thoracic  
 Surgery, Trauma  
 Surgery, Vascular  
 Surgery, Oncology  
 Surgical Specialties, Other  
 Urology

## Other Listings

Announcement  
 Art  
 Associations/Membership  
 Books/Publications  
 Computers/Software  
 Consultation/Referral Services  
 Continuing Medical Education  
 Courses/Symposia/Seminars  
 Internet Services  
 Legal Services  
 Marketing/Practice Development  
 Medical Billing  
 Medical Equipment/Supplies  
 Medical Publications  
 Medical Transcription  
 Medical Writing  
 Miscellaneous  
 Notices  
 Office Equipment/Supplies  
 Patent Development  
 Physician Employment Services  
 Physician Licensing  
 Physician Services  
 Position Wanted  
 Practice Wanted  
 Real Estate For Sale/Rent  
 Statistical Services

# 2009 at a Glance

JANUARY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## 2009 Issue & Closing Dates

Insertion orders and material must be received by close of business on the dates indicated. Please note early closings due to holidays, which are marked with an asterisk (\*).

AMNEWS							
2009 ISSUE	DEADLINE	2009 ISSUE	DEADLINE	2009 ISSUE	DEADLINE	2009 ISSUE	DEADLINE
Jan 05	12/15/08*	Mar 16	02/23/09	Jul 06	06/15/09	Oct 12	09/21/09
Jan 12	12/22/08*	Mar 30	03/09/09	Jul 27	07/06/09	Oct 26	10/05/09
Jan 19	12/29/08	Apr 13	03/23/09	Aug 17	07/27/09	Nov 09	10/19/09
Jan 26	01/05/09	Apr 27	04/06/09	Sep 14	08/24/09	Nov 30	11/09/09
Feb 02	01/12/09	May 11	04/20/09	Sep 28	09/04/09*	Dec 14	11/19/09*
Feb 09	01/19/09	May 25	05/04/09				
Feb 16	01/26/09	Jun 08	05/15/09*				
Feb 23	02/02/09	Jun 22	06/01/09				



# Material Specifications

DISPLAY AD UNIT DIMENSIONS		
UNIT	WIDTH	DEPTH
Full Page	7.0"	9.5"
2/3 Page Vertical	4.6"	9.5"
1/2 Page Vertical	3.45"	9.5"
1/2 Page Horizontal	7.0"	4.625"
1/3 Page Vertical	2.25"	9.5"
1/3 Page Horizontal	4.6"	4.625"
1/4 Page Vertical	3.45"	4.625"
1/4 Page Horizontal	4.6"	3.65"
1/6 Page Vertical	2.25"	4.625"
Column Inch	2.25"	1.0"

Column inch units are available in half inch increments up to 9 inches in depth.

## Supported Software Programs

- Adobe InDesign CS
- Adobe Illustrator CS
- Adobe Photoshop CS
- Adobe Acrobat

## File Formats

- Native file formats of above software
- EPS Convert to outlines
- TIFF OK to use LZW compression
- JPG Compression at 7 or higher
- PDF Press optimized

## Matched Color

Prior to submission, please convert spot color to 4-color process equivalent. We must accommodate multiple fractional page ads along with other content on each offset printing form; consequently, ad submissions utilizing spot color generally will be converted to the CMYK color space and are subject to a composition service charge.

## Image Requirements

- RGB 350 ppi
- CMYK 350 ppi
- Grayscale 350 ppi
- Bitmapped at least 1200 ppi

## Fonts

The following fonts are supported. If a different typeface is desired, convert the fonts to outline before submission. (Adobe InDesign and Adobe Illustrator support this functionality.)

- ITC Avant Garde Gothic 1 & 2
- ITC New Baskerville
- ITC Berkeley Old Style
- Berthold Bodoni Antiqua
- ITC Bookman 1
- Cascade Script
- Century Expanded
- Century Old Style
- ITC Century
- ITC Century Condensed
- New Century Schoolbook
- Courier
- Frutiger
- Frutiger Condensed
- Futura 1 & 2
- Futura Condensed
- ITC Galliard 1 & 2
- ITC Garamond 1 & 2
- ITC Garamond Condensed
- Goudy 1 & 2
- Helvetica
- Helvetica Condensed
- Helvetica Neue 2
- Mathematical Pi
- New Century Schoolbook
- Fractions
- Nuptial Script
- Optima
- Palatino
- Symbol
- Times
- Times New Roman
- Univers
- Univers Condensed
- Universal Greek and
- Math Pi
- Universal News and
- Commercial Pi
- ITC Zapf Dingbats

## General Information

### Advertising Acceptance Policy

Classified advertising is subject to approval by the American Medical Association and is restricted to professional opportunities, practices for sale, medical office space available, product and services that are of interest to physicians and other health professionals, and CME. All ads must clearly and prominently identify the advertiser. We reserve the right to decline, withdraw and/or edit copy at our sole discretion. Advertising orders are accepted subject to the terms and conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*.

### Terms and Conditions

All advertising must be submitted in writing. The Publisher will not be bound by any conditions appearing on an insertion order when such condition(s) conflict with provisions contained on this rate card or with terms and conditions set forth in the referenced *Principles*. Every care is taken to avoid mistakes, but publisher shall not be liable for errors and omissions.

Recruitment ads must comply with all US equal opportunity employment laws. Verbiage that could be used to categorically discriminate against applicants (eg, on the basis of sex, age, race, religion, marital status, or physical handicap) will not be accepted. Non-US advertisers are required to confirm in writing that they provide equal employment opportunity. When represented by an agent, confirmation must come from the employer and not the agent. Fax confirmation letters to 312.464.5909.

Prepayment in US currency is required for Non-US advertisers at the time of placement.

Advertisers who have investigated the issue and found that 1) their sites do not qualify as Health Professional Shortage Area for J-1 visa purposes and 2) that the position advertised does not qualify for a J-1 visa waiver under any government agency, may indicate this in the text of their ad by stating the following: "No J-1 positions available." or "This is not a J-1 visa site."

### Payment, Commission

15% commission to recognized agencies for payment within 30 days of invoice. The commission is extended on classified display ads and classified word ads. Prepayment of the initial schedule by check or credit card (Visa, Master Card and American Express accepted) is required of first-time advertisers. Invoicing is subject to credit approval.

### Cancellation & Copy Changes

All changes to your schedule, cancellations or corrections must be communicated to our classified department by fax or e-mail prior to the published closing date of the scheduled issue(s).

### Acknowledgment Service

Each week we send out acknowledgments confirming advertising orders. At this time, you should verify that your ad is running under the appropriate heading and that scheduling is correct

### Renewal Service

Before your schedule expires, you will receive a notice facilitating automatic renewal of your ad. Simply indicate the desired issue dates, then sign and fax the form to 312.464.5909 prior to the closing date of the first issue. Your advertising consultant will contact you to confirm this renewal.

### Reply Box Service

Reply box numbers can be used for confidentiality and to track responses to your advertisements for an additional \$40.00 per issue. Reply boxes are available in all AMA publications. Box replies are sent First-Class Mail on a daily basis.

### Word Advertising

All classified word ads are typeset in the same typeface and format. Regular typeface: words cannot be set bold, italicized or underlined. Bold typeface: words are all set bold. There is no charge for typesetting word ads. A word consists of one or more letters surrounded by two spaces, as in the following examples:

New York City. . . . . 3 words  
 a qualified candidate . . . . . 3 words  
 June 6, 2009. . . . . 3 words  
 312.555.1212. . . . . 1 word  
 William H. Smith, MD. . . . . 4 words

The minimum charge for word ads is 30 words.

### Orders, Materials & Payment

Please direct all communication as follows:

AMA Classified Advertising  
 515 North State Street, 11th Floor  
 Chicago, IL 60654

800.262.2260  
 312.464.5909 Fax  
 classifieds@ama-assn.org

# Principles Governing Classified Advertising

These principles, developed jointly by editorial and publishing staff, are applied by the American Medical Association (AMA) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for classified advertising in the AMA's print and digital publications.

The appearance of advertising in AMA publications is neither a guarantee nor an endorsement by the AMA or the AMA publication of the product or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared in an AMA publication shall not be referred to in collateral advertising.

As a matter of policy, the AMA will sell advertising space in its publications when the inclusion of advertising does not interfere with the mission or objectives of the AMA or its publications.

To maintain the integrity of the AMA publications, advertising (ie, promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content. AMA publications' advertising sales representatives have no prior knowledge of specific editorial content before it is published. Placement of advertising adjacent to (ie, next to or within) editorial content on the same topic is prohibited.

## I. General Eligibility Requirements

1. The AMA, in its sole discretion, reserves the right to decline any submitted advertisement or to discontinue publication of any advertisement previously accepted.
2. Products or services eligible for advertising shall be germane to, effective in, and useful in (a) the practice of medicine, (b) medical education, and/or (c) health care delivery, and shall be commercially available.
3. In addition to the above, products and services that are offered by responsible advertisers that are of interest to physicians, other health professionals, and consumers are also eligible for advertising.
4. Institutional advertising germane to the practice of medicine and public service messages of interest to physicians may be considered eligible for appearance in AMA publications.
5. Alcoholic beverages and tobacco products may not be advertised.
6. **Equipment, Instruments, and Devices:** The AMA determines eligibility of advertising for products intended for preventive, diagnostic, or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. These data may be either published or unpublished. Samples of equipment, devices, or instruments should not be submitted. The AMA reserves the right to decline advertising for any product that is involved in litigation with a governmental agency with respect to claims made in the marketing of the product.
7. **Dietary Supplements:** Advertisements for dietary supplements and vitamin preparations are not eligible unless the safety and efficacy of the product have been reviewed and approved by the FDA.
8. **Books:** A book may be requested for review to determine its eligibility to be advertised.

9. Insurance Coverage: Claims made in advertisements for insurance coverage must conform with the following specific criteria:
- (a) Claims relating to policy benefits, losses covered, or premiums must be complete and truthful.
  - (b) Claims made shall include full disclosure of exclusions and limitations affecting the basic provisions of policy.
  - (c) Claims incorporating quoted testimonials must meet the same standards as other claims.
  - (d) Each advertisement for insurance products and services must include a statement indicating either the states in which the products or services are available or the states in which the products or services are not available.
10. CME Programs: Advertisements for Continuing Medical Education (CME) programs are not eligible unless the CME sponsor is accredited by the ACCME and is an accredited medical school (or hospital affiliated with such a school), a state or county medical society, a national medical specialty society, or other organization affiliated with the ABMS member boards.
11. Miscellaneous Products and Services: Products or services not in the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising in AMA publications.

## II. Guidelines for Advertising Copy

1. Layout, artwork, and format shall be such as to be readily distinguishable from editorial content and to avoid any confusion with the editorial content of the publication. The word "advertisement" may be required.
2. Unfair comparisons or unwarranted disparagement of a competitor's products or services will not be allowed.

3. Advertisements will not be acceptable if they conflict with either the *Principles of Medical Ethics of the American Medical Association* or the advertising guidelines in *Current Opinions of the Council on Ethical and Judicial Affairs of the American Medical Association*.
4. Advertisements may not be deceptive or misleading.
5. Advertisements will not be accepted if they are offensive in either text or artwork, or contain attacks or derogations of a personal, racial, sexual, or religious nature, or are demeaning or discriminatory toward an individual or group on the basis of age, sex, race, ethnicity, religion, physical appearance, or disability.

## III. Time Requirements

Although the AMA cannot guarantee adherence in all cases to a fixed time schedule, every effort will be made to expedite AMA consideration in the following time intervals:

### Advertisements for Currently Eligible Products

From the time copy and, if necessary, supportive data are received, 7 working days should be allowed for AMA consideration.

### Advertisements for New Products

From the time copy and supportive data are received, 14 working days should be allowed for AMA consideration. In those cases in which the AMA consideration cannot be completed prior to the expiration of the foregoing time intervals, the advertiser or agency will be so informed.

As a matter of policy, the AMA periodically reviews its advertising principles with the view of keeping pace with changes that may occur in the industry and in the profession. This practice of continuous review and reevaluation is intended to ensure and improve the timeliness, relevance, and appropriateness of the advertising content of AMA publications.

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Classified Advertising

American Medical Association  
515 North State Street, 11th Floor  
Chicago, IL 60654

(800) 262-2260  
(312) 464-5909 *fax*  
[classifieds@ama-assn.org](mailto:classifieds@ama-assn.org)

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