

ARCHIVES

OF

INTERNAL MEDICINE

WWW.ARCHINTERNMED.COM



2010 Rate Card

Rate Card Number 60
Effective January 1, 2010

Editorial Description

Archives of Internal Medicine, a peer-reviewed, primary source journal, is widely recognized by physicians as the most relevant and practical journal in its specialty. Original studies present detail essential to sound clinical decision making, while *Archives'* reader-friendly features serve clinicians' depth of information on demand. Each issue offers a spectrum of articles relevant to everyday practice in general IM and subspecialty areas.

Thorough advertising interspersions boost the visibility of your marketing messages. *Archives of Internal Medicine* is published 22 times per year, a frequency that helps to turn physicians' advertising awareness into interest and action.

The IM Product Continuity Program offers a way to maximize the value of your products' ad schedules, while the *Archives* Specialty Network lets you target unique specialty audiences with more flexibility and value than ever before. For details, refer to information on page 6.

Editor

Rita F. Redberg, MD, MSc
Professor of Medicine, Division of Cardiology
University of California, San Francisco, Medical Center

Insertion Order or Billing Questions

(312) 464-2497
(312) 464-5840 Fax

Production Questions

(312) 464-2401
(312) 464-5840 Fax

Display

119 Cherry Hill Road
Suite 330
Parsippany, NJ 07054-1114
(973) 263-9191
(973) 263-9898 Fax

Display Senior Account Manager

Patricia Quilty
patricia.quilty@ama-assn.org

Classified

(800) 262-2260
(312) 464-5909 Fax
classifieds@ama-assn.org

Domestic Subscriptions and Site Licensing

Saskia Bolore
(312) 464-4371

Chicago Headquarters

515 North State Street
Chicago, IL 60654

General Information

Publication Statistics

Established: 1908

Editorial source: peer-reviewed, original manuscripts

Manuscripts submitted, accepted: 1938; 13%

Time from acceptance to publication: average: 4.5 months

Average issue total folio: 120 pages

Average ad/edit ratio: 13:87

Ad placement policy: interspersed between articles;
fair ad rotation front/back from issue to issue

Advertising Policy

Advertising is subject to approval by the American Medical Association (AMA), which reserves the right to decline advertising deemed not in keeping with the publication's standards. Advertising orders are accepted subject to the terms and provisions of the current rate card, and conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*, which by this reference are made part of this rate card.

No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with AMA's stated policies shall be binding on publisher. Positioning of advertising is at discretion of the publisher, except when a preferred position has been confirmed in writing by Advertising Services. Conditions other than rates are subject to change by publisher without notice. All new advertisements should be faxed to Ryan Patella at (312) 464-5840 for approval.

Short-Rates and Rebates

Advertisers will be short-rated if they do not attain the frequency upon which their advertising has been billed during the 12-month contract period. Advertisers will be rebated if they earn a more favorable frequency rate.

Issue and Closing Dates

Published twice a month, except for combined issues in August and December. Delivered by the 2nd and 4th Mondays.

Issue Date	Closing Date	Materials Due
Jan 11, 2010	11/30/09	12/07/09
Jan 25, 2010	12/15/09	12/22/09
Feb 8, 2010	12/28/09	01/04/10
Feb 22, 2010	01/11/10	01/18/10
Mar 8, 2010	01/25/10	02/01/10
Mar 22, 2010	02/08/10	02/15/10
Apr 12, 2010	03/01/10	03/08/10
Apr 26, 2010	03/15/10	03/22/10
May 10, 2010	03/29/10	04/05/10
May 24, 2010	04/12/10	04/19/10
Jun 14, 2010	05/03/10	05/10/10
Jun 28, 2010	05/17/10	05/24/10
Jul 12, 2010	05/31/10	06/07/10
Jul 26, 2010	06/14/10	06/21/10
Aug 9/23, 2010	06/28/10	07/05/10
Sept 13, 2010	08/03/10	08/10/10
Sept 27, 2010	08/16/10	08/23/10
Oct 11, 2010	08/30/10	09/06/10
Oct 25, 2010	09/13/10	09/20/10
Nov 8, 2010	09/27/10	10/04/10
Nov 22, 2010	10/11/10	10/18/10
Dec 13/27, 2010	11/01/10	11/08/10

All space reservations and cancellations must be confirmed in writing prior to closing date. Mail or fax to:

Archives of Internal Medicine
Advertising Services, 11th Floor
American Medical Association
515 North State Street
Chicago, IL 60654
(312) 464-5840 Fax

CIRCULATION

Field Served: physicians specializing in internal medicine, IM subspecialties, and others interested in the field.

Verification: BPA International

Projected 2010 Circulation: 76,135

For detail, see BPA circulation statement for the 6-month period ended July 2009.

DISPLAY RATES

Black & White

Rates apply to the calendar year and are subject to change upon 60 days' notice from the publisher.

FREQ	1 p	2/3 p	1/2 p	1/3 p	1/4 p	1/6 p
1x	5,636	4,798	3,937	3,112	1,837	1,435
3x	5,469	4,660	3,823	3,019		
6x	5,309	4,518	3,709	2,927		
12x	4,873	4,151	3,404	2,693		
24x	4,701	4,000	3,283	2,594		
36x	4,574	3,892	3,196	2,526		
48x	4,448	3,788	3,105	2,455		
72x	4,351					
96x	4,283					
144x	4,235					
192x	4,207					
264x	4,178					
336x	4,143					
432x	4,104					
528x	4,058					

Color	Additional
2-color matched	1102
2-color process	832
3- or 4-color process	2278
5-color process	3380
metallic inks	1806
4-color process + metallic	4084

No charge for bleed; 4-color rate applies to units with 2 process, standard, and/or matched colors. Call Advertising Services for availability of metallic inks, and 3- or 5-color process.

Premium Positions

Special positions are available on a limited basis for ad units of one page or more. Position cancellations must be made at least 30 days prior to closing date to avoid the premium charge.

Position	Additional
2nd cover (4-color mandatory)	1000
4th cover (4-color mandatory)	1100
Opposite table of contents	450
Page facing first reading	450

Insert Rates

Full-run insert rates are the B&W page rate times the number of insert pages. Refer to enclosed *Special Market Insert Rates* for inserts to less than full-run circulation.

PRODUCTION INFORMATION

Digital Ad Specifications

Digital Files

The preferred digital file format is :

- PDFX-1a

For processing of formats not listed, contact Karen Allbright, Phone (312) 464-2401. Fax (312) 464-5840.

Digital Proofing

- Color proofs made from supplied files and meeting SWOP specifications must be provided with data files.
- Include 6mm 100%, 75%, 50%, 25%, 5% C, M, Y, K patches on color proof.
- Black text and LW file are to be merged and overprint the 3/C underneath.
- Keep all registration marks, color bars and crop lines outside of 4C bleed.

Instructions / Standards

- All images/scans and Pantone colors must be in CMYK mode.
- Four color solids should not exceed SWOP density of 300%.
- When supplying digital ads in spread format, it is preferred they be sent as a spread rather than single pages.
- Single page image area should be no more than trim plus bleed.
- Keep all registration marks, color bars and crop lines outside of 4C bleed.
- All digital files will be retained for twelve months.

Labeling Requirements

- Issue date, advertiser name and ad number.
- Agency name, agency contact and phone number.
- Return address for materials. Discs can be returned to the agency after the ad, in its final form, has been digitally archived by the printer. Printer prefers to keep the original disc until the press run has been successfully completed.
- Directory printout of disc contents must be included.

Labeling Requirements

Journal name and issue date, advertiser name, agency name, agency contact and phone number, directory printout of disk contents, and return address for materials.

At advertiser's request, disks can be returned to the agency or engraver after the ad has been digitally archived by the printer. Please notify Production Services, if so desired.

Digital File (ROB Ads) Shipping Instructions

Closing dates: see page 2. Ship film, progressive proofs, conversion materials, and patches in envelope marked with issue date to:

Greg Rettler/Imaging
Archives of Internal Medicine (issue date)
Quad Graphics
1900 W. Sumner Street
Hartford, WI 53027

Include one color proof.

Production Services Contact

Karen Allbright, 11th Floor
American Medical Association
515 North State Street
Chicago IL 60654
(312) 464-2401 Phone; (312) 464-5840 Fax

Ad Page Dimensions

	Standard Page		Bleed Page	
	Width	Depth	Width	Depth
1 Page	7 in	10 in	8-1/8 in	10-3/4 in
Spread			16-1/4	10-3/4
2/3 Page	4-5/8	10	5-3/16	10-3/4
1/2 Page/vertical	3-3/8	10	4	10-3/4
1/2 Page/horizontal	7	4-7/8	8-1/4	5-1/4
1/3 Page/vertical	2-1/4	10	2-7/8	10-3/4
1/3 Page/horizontal	4-5/8	4-7/8		
1/4 Page	3-3/8	4-7/8		
1/6 Page	2-1/4	4-7/8		

Trim size 7-7/8 in x 10-1/2 in. Keep live matter 1/4 in from trim.
Half-page horizontal bleed bottom only.

Insert Requirements

Publisher adheres to guidelines, available on request, of the Association of Medical Publications, Inc. (AMP). Send samples of insert stock to Production Services.

2-page: 8-1/8" x 10-3/4", trims to 7-7/8" x 10-1/2".

4-page: 16-1/4" x 10-3/4", folds to 8-1/8" x 10-3/4".

6-page: (adhere to the above specs) the 2-page piece should be glued (interleaved) inside the 4-page piece.

Jog: to foot.

Trimming: 1/8" off all 4 sides.

Safety: keep live matter 3/8" from trim.

Stock: consult AMP guidelines. Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# maximum.

High-bulk stock: subject to publisher's approval.

BRCs: not accepted.

Required insert quantity: 82,000 per issue

Shipping/Insert

All inserts must be clearly marked as to journal, issue date(s) and quantity per issue and attach a sample to each carton:

Guy Theodozio
Archives of Internal Medicine (issue date)
 Quad/Graphics, Inc.
 1900 W. Sumner Street
 Hartford, WI 53027

Appointments for delivery of inserts are required. Please call (414) 566-2100 at least 24 hours in advance to schedule. Inserts should be shipped in telescopic cartons (T-boxes). Stack inserts with approximately 50 head to foot, and then 50 foot to head. Place a sheet of corrugated cardboard every 4-5 inches within stacks of inserts or

Pack inserts in standard cartons with 50 head to foot and then 50 foot to head,

- Do not shrink wrap or slip sheet between each book or item.

Disposition of Material

Contact *Production Services* if you do not want excess inserts destroyed — there may be a storage charge for holding excess inserts. The agency or advertiser will be contacted if the excess is 10% or more than what was requested by *Production Services*.

Production Services, 11th Floor
 American Medical Association
 515 North State Street
 Chicago, IL 60654
 Phone: (312) 464-2401 Fax: (312) 464-5840

Agency Commission

15% of gross billings on space, color, cover, and preferred position charges. In consideration of such discount, 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 advertising which the advertiser or its agent ordered and for which advertising was published.

Combined Frequency Savings

All full-run ad space of a parent company and its subsidiaries placed in any of the AMA's *Archives* Journals counts toward the earned frequency in all the journals. ROB full pages, fractionals, and insert pages each count as 1 x toward the earned frequency during one contract year.

Network Savings

Any product running display advertising simultaneously in 2 or more of the AMA's *Archives* Journals is eligible for network rates under specified conditions. Ads must be for the same product, and must run during the same month. Ad units may carry different messages and may differ in size.

Page rates no longer are being published for the *Archives* Specialty Network. Savings will be invoiced as percentages, after all other AMA savings programs have been applied.

Number of <i>Archives</i> Journals	2	3	4+
Applicable Network Savings	10%	15%	20%

Advertising Discount Program

A separate insertion order is required for each journal in a network buy. Each insertion order must state “Archives Specialty Network.” To ensure that no component of a network buy is overlooked, all journals in the buy that month should be noted on pertinent insertion orders. Separate mechanicals (electronic media or film) are required for each journal.

Not all *Archives* Journals are issued at the same frequency. Ads in corresponding issues may qualify for network discounts.

Any ad that does not meet all requirements will be billed at standard rates. If an advertiser begins a schedule using several *Archives* Journals, and then cuts back to fewer journals, relevant rates will apply for subsequent ad space. For quotes and additional information, contact Advertising Services.

2010 Advertiser Savings Program (ASP)

The 2010 Advertiser Savings Program is effective with January 1, 2010, insertion orders.

The 2010 Advertiser Savings Program is based on an advertiser’s 2009 gross advertising and US reprint expenditures in all of the AMA’s print media.

- For example: In 2009 an advertiser placed \$4,250,000 in advertising space with the American Medical Association publications and purchased \$500,000 worth of reprints. The advertiser’s ASP Corporate Spend Level would be \$4,750,000. The advertiser will receive a 6.5% savings on all 2010 advertising space and reprint purchases, beginning with January 2010 orders.
- When advertiser’s 2010 gross advertising expenditure exceeds its 2009 gross advertising and US reprint expenditure, the advertiser will be afforded the next highest earned savings for all additional 2010 dollars that surpassed the 2009 amount.

The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. These combined earned frequency policies are outlined in each AMA publication’s rate card. The Advertiser Savings Program applies to recognized advertiser parent companies and their subsidiaries.

Incentive Level	Savings Rate	Minimum Savings
\$ 300,000 to \$ 500,000	1.00%	\$ 3,000
\$ 500,001 to \$ 1,000,000	2.00%	\$ 10,000
\$ 1,000,001 to \$ 1,500,000	3.00%	\$ 30,000
\$ 1,500,001 to \$ 2,000,000	3.50%	\$ 52,500
\$ 2,000,001 to \$ 2,500,000	4.00%	\$ 80,000
\$ 2,500,001 to \$ 3,000,000	4.50%	\$ 112,500
\$ 3,000,001 to \$ 3,500,000	5.00%	\$ 150,000
\$ 3,500,001 to \$ 4,000,000	5.50%	\$ 192,500
\$ 4,000,001 to \$ 4,500,000	6.00%	\$ 240,000
\$ 4,500,001 to \$ 5,000,000	6.50%	\$ 292,500

For detailed information and your current account status, please contact your account manager.

Product Continuity (PC) Program

Basic Program

The Product Continuity Program is a product advertising insertion-based program involving the AMA's *Archives of Internal Medicine*. The program begins with a minimum of only 6 product insertions.

Basic Program Savings

- Run 6 paid insertions; get one free
- Run 9 paid insertions; get three free
- Run 16 paid insertions; get six free

Program Conditions

The minimum number of insertions at each level must be met within a calendar year. One full page in *Archives of Internal Medicine* is the minimum insertion size.

Free insertions must be for the same product and the same size ad unit or smaller. Free insertions do not count toward frequency rate.

AMA PUBLICATIONS

AMA Publications

Journal of the American Medical Association (JAMA)

American Medical News (AMNews)

Archives of Dermatology

Archives of Facial Plastic Surgery

Archives of General Psychiatry

Archives of Internal Medicine

Archives of Neurology

Archives of Ophthalmology

Archives of Otolaryngology – Head & Neck Surgery

Archives of Pediatrics & Adolescent Medicine

Archives of Surgery