

# ARCHIVES OF SURGERY

WWW.ARCHSURG.COM

## 2010 Rate Card

**Rate Card Number 55**  
**Effective January 1, 2010**

### Editorial Description

*Archives of Surgery* is an influential general surgery journal in a fragmented field. The journal is able to represent a full range of regional and specialty interests as the official publication of the New England Surgical Society, the Pacific Coast Surgical Association, and the Western Surgical Association.

*Archives* publishes peer-reviewed original submissions in addition to the best papers from the surgical societies. Stringent statistical review sets a standard for all surgical publications. Invited critiques by recognized authorities add perspective to many of the articles, and illustrations help to clarify innovative techniques. Special articles provide sober reviews of controversies within the discipline.

The *Archives* Specialty Network allows advertisers to target specialty audiences with more flexibility and value than ever before. For details, refer to information on page 7.

### Editor

Julie Ann Freischlag, MD  
The William Stewart Halsted Professor and  
Chair of the Department of Surgery  
Johns Hopkins Medical Institutions

### 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

Stacey McHugh  
stacey.mchugh@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

### Publication Statistics

**Established:** 1920

**Editorial source:** peer-reviewed, original manuscripts

**Manuscripts submitted, accepted:** 731, 21%

**Time from acceptance to publication:** average: 5.5 months

**Average issue total folio:** 107 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 monthly. Mailed the first week of the month.

Issue	Closing Date	Materials Due
January	11/30/09	12/07/09
February	12/30/09	01/07/10
March	01/29/10	02/05/10
April	03/01/10	03/08/10
May	04/01/10	04/08/10
June	04/30/10	05/07/10
July	06/01/10	06/08/10
August	07/01/10	07/08/10
September	08/02/10	08/09/10
October	09/01/10	09/08/10
November	10/01/10	10/08/10
December	10/29/10	11/05/10

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

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

## CIRCULATION

**Field served:** physicians specializing in general surgery, and others interested in the field.

**Qualified recipients:** office- or hospital-based MDs and DOs in the US, with a controlled primary specialty. Included are all PGY2+ residents and residency program directors. Personal written request is mandatory for physicians other than residents and program directors.

**Qualified list origin:** AMA Physician Masterfile

**Source breakout:** 34% rosters, 51% request, 11% paid, 4% complimentary;

**Verification:** sworn statement

**Specialty/geographic breakout:** see circulation statement

**Projected 2010 circulation:** 17,107

# Archives of Surgery

## Circulation for the Issue of July, 2009

### Distribution by Primary Specialty and Major Professional Activity

Primary Specialty	Total	Office			Hospital MDs				Other Professional Activity MDs				Total DOs
		MDs	Residents	Staff	Teach	Admin	Resrch	Other					
General Surgery	12,731	6,942	4,884	769	27	21	11	38	39				
All Other Specialties	259	96	2	28	14	10	4	101	4				
<b>Total US Physicians</b>	<b>12,990</b>	<b>7,038</b>	<b>4,886</b>	<b>797</b>	<b>41</b>	<b>31</b>	<b>15</b>	<b>139</b>	<b>43</b>				
Other Circulation	1,667												
<b>Grand Total</b>	<b>14,657</b>												

### Distribution by State and Geographic Region

ZIP Codes	State and Region	Copies	Pct	ZIP Codes	State and Region	Copies	Pct
039 - 049	ME Maine	62		400 - 427	KY Kentucky	186	
030 - 038	NH New Hampshire	62		370 - 385	TN Tennessee	334	
050 - 059	VT Vermont	39		350 - 369	AL Alabama	275	
010 - 027	MA Massachusetts	507		386 - 397	MS Mississippi	98	
028 - 029	RI Rhode Island	83			<b>East South Central</b>	893	6%
060 - 069	CT Connecticut	216		716 - 729	AR Arkansas	105	
	<b>New England</b>	969	7%	700 - 714	LA Louisiana	212	
100 - 149	NY New York	1,258		730 - 749	OK Oklahoma	173	
070 - 089	NJ New Jersey	427		750 - 799	TX Texas	826	
150 - 196	PA Pennsylvania	773			<b>West South Central</b>	1,316	9%
	<b>Middle Atlantic</b>	2,458	18%	590 - 599	MT Montana	34	
430 - 459	OH Ohio	647		832 - 838	ID Idaho	42	
460 - 479	IN Indiana	211		820 - 831	WY Wyoming	19	
600 - 629	IL Illinois	594		800 - 816	CO Colorado	211	
480 - 499	MI Michigan	535		870 - 884	NM New Mexico	71	
530 - 549	WI Wisconsin	273		850 - 865	AZ Arizona	226	
	<b>East North Central</b>	2,260	16%	840 - 847	UT Utah	91	
550 - 567	MN Minnesota	259		889 - 898	NV Nevada	69	
500 - 528	IA Iowa	129			<b>Mountain</b>	763	5%
630 - 658	MO Missouri	283		995 - 999	AK Alaska	26	
580 - 588	ND North Dakota	46		980 - 994	WA Washington	250	
570 - 577	SD South Dakota	40		970 - 979	OR Oregon	172	
680 - 693	NE Nebraska	104		900 - 961	CA California	1,367	
660 - 679	KS Kansas	147		967 - 968	HI Hawaii	62	
	<b>West North Central</b>	1,008	7%		<b>Pacific</b>	1,877	13%
197 - 199	DE Delaware	45			<b>Total United States</b>	13,947	95%
206 - 219	MD Maryland	332			US Territories	4	
200 - 205	DC District of Columbia	92			Overseas Fed Svcs	2	
220 - 246	VA Virginia	355			Canada	40	
247 - 268	WV West Virginia	97			Other Foreign	664	
270 - 289	NC North Carolina	371			<b>Outside United States</b>	710	5%
290 - 299	SC South Carolina	189			<b>Grand Total</b>	14,657	100%
300 - 319	GA Georgia	358					
320 - 349	FL Florida	564					
	<b>South Atlantic</b>	2,403	17%				

## 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	4,685	3,978	3,276	2,580	1,524	1,197
3x	4,609	3,916	3,226	2,536		
6x	4,530	3,846	3,171	2,495		
12x	4,423	3,759	3,096	2,437		
24x	4,260	3,620	2,983	2,349		
36x	4,098	3,477	2,862	2,255		
48x	3,934	3,339	2,750	2,168		
72x	3,840					
96x	3,797					
144x	3,702					
192x	3,677					
264x	3,652					
336x	3,608					
432x	3,528					
528x	3,470					

Color	Additional
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2-color matched	818
2-color process	702
3- or 4-color process	2163
5-color process	2981
metallic inks	1420
4-color process + metallic	3583

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 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
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2nd cover (4-color mandatory)	1500
4th cover (4-color mandatory)	2021
Opposite table of contents	600
Page facing first reading	500

### Insert Rates

Full-run insert rates are the B&W page rate times the number of insert pages. Inserts to less than full-run circulation are not accepted.

## PRODUCTION INFORMATION

### Digital Files

**Rasterized data formats PDF X-1a preferred.**

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

### Acceptable Ad Formats

A color proof for color match on press should accompany all ad file submissions.

Ads featuring spot colors must be furnished with a color-separated proof or a marked-up composite proof indicating color breaks for spot color elements. In addition, the file that contains the known spot color that is intended to print should contain the letters "pms" at the end of the filename before the ".pdf". Example: adnamepms.pdf

**Ads should be built to the final trim size of the target publication with .125" bleed and .25" trim margin for non-bleed elements.**

### PDF Requirements

All furnished PDF files should comply with PDF X-1a specifications as detailed at <http://www.pdf-x.com>. The PDF version should be either 1.3 or 1.4. All fonts and high-resolution images should be embedded. Type set on the Mac OS should not be menu-styled. Embedded images should be in EPS or TIFF format in a CMYK mode. All art, type, and tint elements should be set to knockout or overprint as desired. **Crop and registration marks should be included with an offset of 12 points.** Page geometry must be set with the art box dimension 1" larger than the final trim size. Never use the "Save page as PDF" feature of the page layout program. Always print PostScript to disk and refine to PDF using Distiller. Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF "wrapper."

### Raster File Requirements

File dimensions must be 1" larger than final trim size with page trim centered within .5" border. All bleed and trim marks are contained in the same .5" border area. Trim coordinates must be .5" from top and .5" from left. DCS file resolution must be 2400 DPI. For CT/LW and TIFF-IT files, LineWork layer resolution must be 2400 DPI (94.48819 DPM) and ConTone layer resolution must be 300 DPI (11.81102 DPM). All components of multi-part files must be furnished in the same subdirectory. All file components, ConTone, LineWork, and Assign files must be furnished. When copying files to

## Production Information (cont)

CD, enable the ISO 9660 format and Macintosh filenames settings, if available. If the filenames on the final CD appear in uppercase letters and truncated, the pages on the CD will not be usable.

### Application File Requirements

High-resolution copies of all component files and resources (linked EPS and TIFF images) must be included with the final application file. All fonts must be supplied with the job. Be sure to supply fonts used by EPS graphic images to ensure type quality. Do not menu-style your fonts. Define all colors as CMYK builds unless the color will print as a spot color on press. Do not save TIFF or EPS files with embedded color management profiles. RGB, LAB, and ICC based colors are not allowed. Hairline rules should not be used. Ensure that all image, art, tint and type elements are set to knockout or overprint as desired.

### 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 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 disk, color proof, and PMS patches in an envelope marked with journal issue date to:

*Archives of Surgery*  
Attn: Annette Geringer  
RR Donnelley  
1600 North Main Street  
Pontiac, IL 61764

### 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

Ad Unit	Standard Page		Bleed Page	
	Width	Depth	Width	Depth
Full page	7"	10"	8-1/4"	11"
2/3 vert.	4-5/8	10	5-1/8	11
1/2 vert.	3-7/16	10	4-1/8	11
1/2 horiz.	7	4-7/8	8-1/4	5-5/8
1/3 vert.	2-1/4	10	2-7/8	11
1/3 horiz.	4-5/8	4-7/8		
1/4 vert.	3-7/16	4-7/8		
1/6 vert.	2-1/4	4-7/8		

**Trim:** 8" x 10-3/4". **Safety:** keep live matter 1/4" from trim.

If a spread does not align, it can be single pages.  
If a spread ad is in alignment, it needs to be sent as a spread.

For additional guidance on file preparation, visit our printer's Web site: <http://prepress.rrd.com>

**Insert Specifications**

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:** 8-1/4" x 11", trims to 8" x 10-3/4".

**4-page:** 16-1/2" x 11", folds to 8-1/4" x 11".

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

**Jog:** to head.

**Trimming:** 1/8" off all 4 sides.

**Safety:** keep live matter 1/4" 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:** subject to publisher's approval.

**Required insert quantity:** 19,000 per issue

**Insert Shipping Instructions**

**Closing dates:** see page 2. Inserts must be clearly marked on shipping label as to journal, issue date(s), and quantity per issue. Attach a sample of insert to each carton. Ship to:

*Archives of Surgery*

Attn: Tom Puckett

RR Donnelley

121 Matthews Drive

Senatobia, MS 38668

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.

**Insert Use and Disposal Guidelines**

Unless otherwise indicated on the insertion order, after issue mailing is completed, any unused inserts marked for that issue will be destroyed. However, if the leftover inserts exceed 10% of publisher's requested quantity, client will be advised prior to disposition. Excess inserts held in storage at client's request, after an insertion order is completed, may be subject to a storage charge. For details, consult Production Services.

**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.

<b>Number of <i>Archives</i> Journals</b>	<b>2</b>	<b>3</b>	<b>4+</b>
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 amounts.

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.

**More Frequency Program**

Advertisers may repeat the same product for the same ad unit in the same issue at no additional charge. Free pages do not count toward earned frequency rate.

## Product Continuity (PC) Program

### Basic Program

The Product Continuity Program is a product advertising insertion-based program involving the AMA's *Archives of Surgery*. The program offers product savings with a minimum of 12 product insertions. The following is the product savings at the 12 insertion level.

### Basic Program Savings

Minimum Insertions	Rate
12 insertions per year	10%

### Launch Component

New products launched February through December are eligible for the launch component. Average of 1 insertion a month results in a 7% discount. Also applies to products with new indications, dosage form/size, etc. You must commit to 1 insertion a month from launch through the end of the year. Should you reach the 12-insertion minimum with your product launch, you will receive the 10% product continuity discount.

### Program Conditions

The minimum number of insertions must be met within a calendar year. One full page in *Archives of Surgery* is the minimum insertion size. For simplicity, and maximum savings, the Product Continuity Program percent savings will be taken off the product's gross insertion expenditure. The PC discount should be added to the corporation's Corporate Advertising Savings Program (ASP) earned discount, and the resulting total taken off of the gross insertion cost. If you project that your product will achieve the minimum of 12-insertions for the year, you can begin to realize savings immediately. At your earliest convenience, please notify the AMA's Advertising Services Department at (312) 464-4227 of your product's planned PC Program participation level. If the product does not meet the minimum 12 insertions during the calendar year, then the product will be short-rated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity. All of a product's indications work together to attain a product's minimum insertion level.

## 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*