

The *JAMA* AIDS Demo offers advertisers of AIDS-related products the opportunity to take advantage of *JAMA's* consistent coverage of groundbreaking AIDS-related studies. It offers a comprehensive circulation mix and an entire market of prescribers of AIDS-related products in one place. High prescribing internal medicine physicians and other key specialists who prescribe AIDS-related products are included in this special demo.

- ISSUANCE:** 48x Year, Issued the first four Wednesdays of each month
- EDITORIAL GENERATION:** Primary Science, 6,000 manuscripts per year, 8% acceptance rate
- PEER REVIEW:** Yes. Each manuscript reviewed by approximately 3 peer reviewers
- AD-TO-EDIT RATIO:** 43%/57% - Average 78 ad pages and 102 editorial pages
- AD PLACEMENT:** Interspersed within selected editorial and rotated fairly front to back
- EDITORIAL DIRECTION:** *JAMA* is a primary science, peer-reviewed medical journal. *JAMA* publishes original well-documented, peer-reviewed research and clinical articles on a diverse range of medical topics.

CIRCULATION:	Infectious Disease	4,603
	High Prescribing Internal Medicine	10,820
	*Pulmonary Disease	1,627
	TOTAL	17,050

*Pulmonary Disease (PHD) circ total also includes Pulmonary Critical Care (PCC)

2008 Insert Rates

Freqs	2 Page	4 Page	6 Page	8 Page
1x	4,230	7,910	11,590	15,270
6x	4,084	7,618	11,152	14,686
12x	3,936	7,322	10,708	14,094
24x	3,834	7,118	10,402	13,686
36x	3,766	6,982	10,198	13,414
48x	3,628	6,706	9,784	12,862
72x	3,602	6,654	9,706	12,758
96x	3,580	6,610	9,640	12,670
144x	3,556	6,562	9,568	12,574
192x	3,532	6,514	9,496	12,478
264x	3,518	6,486	9,454	12,422
336x	3,500	6,450	9,400	12,350
432x	3,478	6,406	9,334	12,262
528x	3,450	6,350	9,250	12,150
624x	3,402	6,254	9,106	11,958
720x	3,346	6,142	8,938	11,734
816x	3,284	6,018	8,752	11,486
912x	3,216	5,882	8,548	11,214
1008x	3,150	5,750	8,350	10,950

Run of Book Rates

Freqs	1PBW	Fractional Page
1x	2,151	920
6x	2,077	884
12x	2,002	847
24x	1,951	822
36x	1,919	805
48x	1,848	770
72x	1,836	763
96x	1,826	758
144x	1,813	752
192x	1,802	747
264x	1,794	742
336x	1,784	737
432x	1,774	732
528x	1,759	725
624x	1,734	712
720x	1,708	699
816x	1,674	682
912x	1,643	667
1008x	1,610	651

FOR ROB ADS: Add, per page, 2- Color \$491; Matched \$652; 3-Color \$1,380; 4-Color \$1,380; 5-Color \$2,032