

The *JAMA* Cancer Demo offers advertisers of cancer-related products the opportunity to take advantage of *JAMA's* consistent coverage of groundbreaking cancer-related studies. It offers your product a comprehensive circulation mix and an entire market of prescribers of cancer-related products in one place. High prescribing internal medicine physicians and other key specialists who prescribe cancer-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: | <i>JAMA</i> is a primary science, peer-reviewed medical journal. <i>JAMA</i> publishes original well-documented, peer-reviewed research and clinical articles on a diverse range of medical topics. |
| CIRCULATION: | |
| | Oncology 4,293 |
| | High Prescribing Internal Medicine 10,100 |
| | Hematology/Oncology 3,831 |
| | Hematology 273 |
| | <hr/> |
| | TOTAL 18,497 |

2008 Insert Rates

| Freqs | 2 Page | 4 Page | 6 page | 8 Page |
|-------|--------|--------|--------|--------|
| 1x | 4,300 | 8,050 | 11,800 | 15,550 |
| 6x | 4,154 | 7,758 | 11,362 | 14,966 |
| 12x | 4,000 | 7,450 | 10,900 | 14,350 |
| 24x | 3,896 | 7,242 | 10,588 | 13,934 |
| 36x | 3,830 | 7,110 | 10,390 | 13,670 |
| 48x | 3,686 | 6,822 | 9,958 | 13,094 |
| 72x | 3,662 | 6,774 | 9,886 | 12,998 |
| 96x | 3,638 | 6,726 | 9,814 | 12,902 |
| 144x | 3,616 | 6,682 | 9,748 | 12,814 |
| 192x | 3,590 | 6,630 | 9,670 | 12,710 |
| 264x | 3,574 | 6,598 | 9,622 | 12,646 |
| 336x | 3,556 | 6,562 | 9,568 | 12,574 |
| 432x | 3,534 | 6,518 | 9,502 | 12,486 |
| 528x | 3,506 | 6,462 | 9,418 | 12,374 |
| 624x | 3,456 | 6,362 | 9,268 | 12,174 |
| 720x | 3,400 | 6,250 | 9,100 | 11,950 |
| 816x | 3,334 | 6,118 | 8,902 | 11,686 |
| 912x | 3,268 | 5,986 | 8,704 | 11,422 |
| 1008x | 3,200 | 5,850 | 8,500 | 11,150 |

Run of Book Rates

| Freqs | 1PBW | Fractional Page |
|-------|-------|-----------------|
| 1x | 2,191 | 1,316 |
| 6x | 2,116 | 1,270 |
| 12x | 2,040 | 1,224 |
| 24x | 1,990 | 1,194 |
| 36x | 1,954 | 1,172 |
| 48x | 1,884 | 1,132 |
| 72x | 1,871 | 1,123 |
| 96x | 1,861 | 1,116 |
| 144x | 1,848 | 1,109 |
| 192x | 1,836 | 1,102 |
| 264x | 1,828 | 1,097 |
| 336x | 1,818 | 1,091 |
| 432x | 1,809 | 1,085 |
| 528x | 1,793 | 1,076 |
| 624x | 1,768 | 1,061 |
| 720x | 1,740 | 1,044 |
| 816x | 1,708 | 1,025 |
| 912x | 1,674 | 1,005 |
| 1008x | 1,641 | 984 |

FOR ROB ADS: Add, per page, 2- Color \$501; Matched \$665; 3-Color \$1,407; 4-Color \$1,407; 5-Color \$2,072