

# 2010 JAMA CANCER Demo Rates

PERQ/HCI Code: JAMA-Cancer

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 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.

<b>ISSUANCE:</b>	48x Year, Issued the first four Wednesdays of each month
<b>EDITORIAL GENERATION:</b>	Primary Science, 5,500 manuscripts per year, 9% acceptance rate
<b>PEER REVIEW:</b>	Yes. Each manuscript reviewed by approximately 3 peer reviewers
<b>AD-TO-EDIT RATIO:</b>	37%/63% - Average 56 ad pages and 94 editorial pages
<b>AD PLACEMENT:</b>	Interspersed within selected editorial and rotated fairly front to back
<b>EDITORIAL DIRECTION:</b>	<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.
<b>CIRCULATION:</b>	
	<b>Oncology</b> <span style="float: right;"><b>3,937</b></span>
	<b>High Prescribing Internal Medicine</b> <span style="float: right;"><b>10,500</b></span>
	<b>Hematology/Oncology</b> <span style="float: right;"><b>4,390</b></span>
	<b>Hematology</b> <span style="float: right;"><b>159</b></span>
	<hr/>
	<b>Total</b> <span style="float: right;"><b>18,986</b></span>

## 2010 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; Metallic ink, \$1,601

# 2010 JAMA AIDS Demo Rates

PERQ/HCI Code: JAMA-AIDS

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.

<b>ISSUANCE:</b>	48x Year, Issued the first four Wednesdays of each month								
<b>EDITORIAL GENERATION:</b>	Primary Science, 5,500 manuscripts per year, 9% acceptance rate								
<b>PEER REVIEW:</b>	Yes. Each manuscript reviewed by approximately 3 peer reviewers								
<b>AD-TO-EDIT RATIO:</b>	37%/63% - Average 56 ad pages and 94 editorial pages								
<b>AD PLACEMENT:</b>	Interspersed within selected editorial and rotated fairly front to back								
<b>EDITORIAL DIRECTION:</b>	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.								
<b>CIRCULATION:</b>	<table> <tr> <td><b>Infectious Disease</b></td> <td><b>4,603</b></td> </tr> <tr> <td><b>IMs/FPs</b></td> <td><b>8,038</b></td> </tr> <tr> <td><b>*Pulmonary Disease</b></td> <td><b>1,392</b></td> </tr> <tr> <td><b>Total</b></td> <td><b>14,033</b></td> </tr> </table>	<b>Infectious Disease</b>	<b>4,603</b>	<b>IMs/FPs</b>	<b>8,038</b>	<b>*Pulmonary Disease</b>	<b>1,392</b>	<b>Total</b>	<b>14,033</b>
<b>Infectious Disease</b>	<b>4,603</b>								
<b>IMs/FPs</b>	<b>8,038</b>								
<b>*Pulmonary Disease</b>	<b>1,392</b>								
<b>Total</b>	<b>14,033</b>								

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

## 2010 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; Metallic ink, \$1,600

# 2010 JAMA Infectious Disease Demo Rates

PERQ/HCI Code:  
JAMA-ID

**The JAMA INFECTIOUS DISEASE Demo offers advertisers of anti-infective and antibiotic products the opportunity to take advantage of JAMA's consistent coverage of groundbreaking infectious disease related studies. It offers a comprehensive circulation mix and an entire market of prescribers of ID products in one place. High prescribing internal medicine physicians (deciles 9-10) and other key specialists who prescribe ID-related products are included in this special demo.**

**ISSUANCE:** 48x Year, Issued the first four Wednesdays of each month

**EDITORIAL GENERATION:** Primary Science, 5,500 manuscripts per year, 9% acceptance rate

**PEER REVIEW:** Yes. Each manuscript reviewed by approximately 3 peer reviewers

**AD-TO-EDIT RATIO:** 37%/63% - Average 56 ad pages and 94 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:**

<b>Infectious Disease</b>	<b>4,603</b>
<b>High Prescribing Internists</b>	<b>16,500</b>
<b>(Deciles 9-10; writers of anti-infectives and antibiotics)</b>	

<b>Total</b>	<b>21,103</b>
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**2010 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
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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; Metallic ink, \$1,601

# JAMA 2010 CARDIOVASCULAR

PERQ/HCI Code: JAMA-CARD

## Demo Rates

**The *JAMA* Cardiovascular Disease Demo offers advertisers of cardiovascular disease-related products the opportunity to take advantage of *JAMA*'s consistent coverage of groundbreaking cardiovascular disease-related studies.**

<b>ISSUANCE:</b>	48x Year, Issued the first four Wednesdays of each month
<b>EDITORIAL GENERATION:</b>	Primary Science, 5,500 manuscripts per year, 9% acceptance rate
<b>PEER REVIEW:</b>	Yes. Each manuscript reviewed by approximately 3 peer reviewers
<b>CIRCULATION:</b>	17,690
<b>AD-TO-EDIT RATIO:</b>	37%/63% - Average 56 ad pages and 94 editorial pages
<b>AD PLACEMENT:</b>	Interspersed within selected editorial and rotated fairly front to back
<b>EDITORIAL DIRECTION:</b>	<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.

### 2009 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
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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

Color Rates:	
B&W Rate Plus	
2C	501
Match	665
3C	1,407
4C	1,407
5C	2,072