

# JAMA<sup>®</sup>

The Journal of the American Medical Association  
<http://www.jama.com>

## 2010 Rate Card

**Number 65 / Effective January 1, 2010**



### CONTACT INFORMATION

**Insertion Order or Billing Questions:**

(312) 464-4227  
(312) 464-5840 Fax

**Production Questions:**

(312) 464-5713  
(312) 464-5840 Fax

**Display Advertising:**

(973) 263-9191  
(973) 263-9898 Fax

Maureen Reichert, Account Manager  
Nancy Souza, Account Manager

[Maureen.Reichert@ama-assn.org](mailto:Maureen.Reichert@ama-assn.org)  
[Nancy.Souza@ama-assn.org](mailto:Nancy.Souza@ama-assn.org)

**Classified Advertising:**

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

**OnLine Advertising:**

*e-Healthcare Solutions, Inc.*

(609) 882-8887

**Domestic Subscription Rates:**

(800) 262-2350

**Online Site Licensing:**

(312) 464-4371

**Reprints:**

(312) 464-0776  
(312) 464-0708 Fax  
[reprints@ama-assn.org](mailto:reprints@ama-assn.org)

**N.J. Advertising Office:** 119 Cherry Hill Road, Parsippany, NJ 07054

**AMA Headquarters:** 515 North State Street, Chicago, IL 60654

**Trusted for the Last Century. Leading This One.**

## 1. Effective Date and Discounts

- a) **Effective Rate Date:** January 1, 2010
- b) **Agency Commission:** Fifteen percent 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.
- c) **Short-Rates and Rebates:** Advertisers will be short-rated if they do not use the amount of space upon which their advertising has been billed during the 12-month contract period. Money will be rebated if they earn a higher frequency rate.
- d) **First-time Advertisers:** First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call *Advertising Services* at (312) 464-4227 for assistance and credit approval information.

## 2. Earned Rates

- a) **Policy:** Rates are subject to change upon 60 days notice to current advertisers. Full ROB pages, fractionals, and insert pages each count as one time toward the earned frequency during one contract year. Space purchased by a parent company and its subsidiaries may be combined for computation of the earned rate.
- b) **Combination Earned Frequency:** Pages may be combined with *American Medical News (AMNews)*. All pages and fractionals count toward the combined frequency rate.
- c) **Advertiser Savings Program Guidelines:** The Advertiser Savings Program is effective with January, 2010 insertion orders.
- The 2010 Advertiser Savings Program is based on an advertiser's 2009 gross advertising and U.S. reprint expenditures in all of the American Medical Association's (AMA) print media.
  - When an advertiser's 2010 gross advertising and U.S. reprint expenditure exceeds its 2009 gross advertising and U.S. 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. This combined earned frequency policy is outlined in Section 2b of this rate card. This program does not apply to the purchasing agency spend; only recognized advertiser parent companies and their subsidiaries earn savings in the Advertiser Savings Program.

- d) **Product Continuity Program:** The *JAMA* Product Continuity (PC) Program is a product insertion program that begins with January 2010 insertions. The program begins with a minimum of 18 product insertions in *JAMA*. The following are product savings at the various insertion levels:

Level	Minimum <i>JAMA</i> Insertions	Percentage
1	18	7%
2	24	15%
3	30	20%
4	36	25%
5	48	30%

### Program Components:

- 1) The minimum number of insertions at each level must be committed to within a calendar year so that savings can be realized immediately. One full page is the minimum insertion size.
- 2) The *JAMA* PC Program earned discount percentage will be added to the product's Corporate Advertiser Savings Program earned discount percentage. The total of these two discounts will be taken off the product's gross insertion expenditure.
- 3) An advertiser can project what *JAMA* PC Program level they will end the year at and begin to realize savings immediately. If the product does not meet, or exceeds its projected level, that product will be short-rated or rebated accordingly. However, if the product is pulled off the market because of an FDA ruling, the established savings percentage will remain and the company will not be penalized for loss of product continuity.
- 4) All of a product's indications work to build a product's insertion level.

### Product Continuity Program Launch Component:

If you have a new product, and it launches into the marketplace after January, you can still take advantage of the savings generated by the PC Program.

- New products launched February through December are eligible
- You must commit to *an average of* either 2, 3, or 4 insertions a month from launch through the end of the year (minimum insertions not required for *first* month of launch)
- Launch Component Discount Levels:
 

2 insertions a month (average):	15% Discount
3 insertions a month (average):	25% Discount
4 insertions a month (average):	30% Discount

### 3. Rates for Calendar Year 2010

#### a) Full Run, Run of Book Advertising\*

FREQ	1p	2/3p	1/2p	1/3p	1/4p	1/6p
1x	12,786	11,115	8,693	6,518	4,596	3,261
6x	12,277	10,687	8,352	6,267	4,421	3,128
12x	11,754	10,227	8,000	5,995	4,232	2,996
24x	11,409	9,926	7,755	5,817	4,102	2,914
36x	11,176	9,724	7,597	5,694	4,025	2,853
48x	10,693	9,297	7,268	5,447	3,844	2,723
72x	10,605	9,221				
96x	10,529	9,157				
144x	10,444	9,086				
192x	10,365	9,024				
264x	10,304	8,962				
336x	10,244	8,914				
432x	10,168	8,854				
528x	10,063	8,755				
624x	9,902	8,616				
720x	9,707	8,444				
816x	9,485	8,240				
912x	9,259	8,013				
1008x	9,035	7,772				

#### b) Mini Edition, Run of Book Advertising\*

FREQ	1p	2/3p	1/2p	1/3p	1/4p	1/6p
1x	10,865	9,446	7,385	5,538	3,907	2,769
6x	10,428	9,081	7,100	5,325	3,758	2,658
12x	9,989	8,690	6,796	5,092	3,597	2,548
24x	9,692	8,436	6,591	4,941	3,484	2,475
36x	9,543	8,300	6,487	4,861	3,439	2,436
48x	9,086	7,900	6,174	4,627	3,266	2,314
72x	9,029	7,852				
96x	8,962	7,796				
144x	8,902	7,745				
192x	8,855	7,710				
264x	8,794	7,650				
336x	8,727	7,594				
432x	8,674	7,554				
528x	8,554	7,436				
624x	8,421	7,322				
720x	8,252	7,178				
816x	8,078	7,029				
912x	7,901	6,880				
1008x	7,717	6,720				

\* These rates do not apply for inserts. Please see Insert Rates (Section 9) in this rate card. If frequency exceeds 1008x, consult publisher.

### 4. Color

Color Charge per page or fraction

B/W Rate Plus

	Full Run	Mini
Matched Color	1,543	1,304
2 COLOR	1,152	982
3 COLOR	3,279	2,760
4 COLOR	3,279	2,760
5 COLOR	4,822	4,065
METALLIC INKS	1,888	1,602

The 4-color rate applies to ad units with two standard and/or matched colors.

### 5. Bleed

No charge

### 6. Covers and Positions

Special positions are available for ad units of one page or more and are non-cancellable. Each position is available for each of the four cycles with 12 issues per cycle.

#### a) Covers

	4C Rate Plus
2nd Cover	3,863
4th Cover	5,518

#### b) Positions

	B/W Rate Plus
Opposite 1st Contents	2,649
Opposite 2nd Contents	2,649
Opposite 3rd Contents	2,649
Preceding Masthead	1,750
Following Masthead	1,750
Preceding Medical News	1,049
Within Medical News	1,049
Opposite 1st Reading	1,712
Other Requested Positions	1,049

Use of 4-color is mandatory on 2nd and 4th covers.

## Insert Rates and Information

### 7. Availability and Acceptance

- a) **Availability:** The AMA reserves the right to select the issues of insert placement.
- b) **Acceptance:** Publisher adheres to the guidelines of the Association of Medical Publications, Inc. (AMP). Copies available on request. Send stock samples of inserts to:  
 Production Services, 11th floor  
 515 North State Street  
 Chicago, IL 60654

### 8. Circulation Selections

- a) *JAMA* Insert Circulation Selections by specialty — please see Section 30 in this rate card.
- b) For any custom demographic inserts please call *Advertising Services* (312) 464-4227 for a written price quote.
- c) **Mechanical Charges:** All insert mechanical and production charges are included in all the rates below.

## 9. Insert Rates for Calendar Year 2010

### 2-Page Insert Rates

Circ	MINI															
	Under 20,000	20,001 30,000	30,001 40,000	40,001 50,000	50,001 60,000	60,001 70,000	70,001 80,000	80,001 90,000	90,001 100,000	100,001 120,000	120,001 150,000	150,001 180,000	180,001 210,000	210,001 240,000	240,001 270,000	FULL RUN
6x	9,864	10,488	11,990	12,740	14,620	15,874	16,998	18,000	18,874	19,876	21,128	22,154	23,630	24,382	25,384	26,134
12x	9,490	10,088	11,528	12,246	14,044	15,244	16,320	17,282	18,120	19,078	20,278	21,266	22,676	23,392	24,354	25,072
24x	9,244	9,824	11,218	11,918	13,664	14,828	15,874	16,806	17,616	18,546	19,708	20,670	22,038	22,734	23,666	24,366
36x	9,076	9,646	11,016	11,698	13,406	14,550	15,572	16,484	17,282	18,194	19,336	20,364	21,612	22,294	23,208	23,890
48x	8,732	9,276	10,584	11,236	12,872	13,964	14,946	15,820	16,584	17,450	18,542	19,444	20,724	21,378	22,250	22,904
72x	8,670	9,212	10,508	11,156	12,780	13,858	14,834	15,698	16,454	17,318	18,402	19,328	20,564	21,212	22,076	22,726
96x	8,618	9,154	10,440	11,084	12,694	13,770	14,734	15,594	16,342	17,204	18,276	19,192	20,422	21,066	21,928	22,572
144x	8,556	9,088	10,364	11,004	12,600	13,666	14,624	15,478	16,220	17,074	18,136	19,070	20,266	20,906	21,762	22,398
192x	8,502	9,026	10,294	10,926	12,512	13,570	14,522	15,368	16,106	16,952	18,010	18,976	20,124	20,758	21,604	22,234
264x	8,454	8,980	10,240	10,870	12,448	13,498	14,444	15,282	16,018	16,860	17,910	18,856	20,010	20,642	21,480	22,112
336x	8,414	8,936	10,186	10,812	12,384	13,426	14,364	15,200	15,934	16,768	17,814	18,720	19,900	20,526	21,362	21,992
432x	8,360	8,878	10,120	10,746	12,300	13,336	14,268	15,098	15,826	16,652	17,692	18,612	19,764	20,388	21,216	21,836
528x	8,282	8,796	10,028	10,644	12,186	13,210	14,134	14,952	15,670	16,492	17,520	18,366	19,570	20,186	21,006	21,622
624x	8,168	8,674	9,884	10,490	12,008	13,018	13,924	14,732	15,438	16,250	17,256	18,102	19,278	19,880	20,688	21,294
720x	8,032	8,526	9,710	10,306	11,792	12,782	13,672	14,464	15,156	15,950	16,938	17,756	18,918	19,514	20,302	20,896
816x	7,870	8,352	9,516	10,094	11,544	12,510	13,382	14,156	14,834	15,604	16,576	17,412	18,510	19,088	19,862	20,444
912x	7,710	8,178	9,316	9,880	11,296	12,240	13,090	13,844	14,504	15,262	16,204	17,052	18,092	18,656	19,414	19,980
1008x	7,548	8,008	9,114	9,668	11,048	11,972	12,800	13,536	14,180	14,914	15,840	16,678	17,684	18,234	18,972	19,524

## 4-Page Insert Rates

Circ	Under 20,000	MINI														FULL RUN
		20,001 30,000	30,001 40,000	40,001 50,000	50,001 60,000	60,001 70,000	70,001 80,000	80,001 90,000	90,001 100,000	100,001 120,000	120,001 150,000	150,001 180,000	180,001 210,000	210,001 240,000	240,001 270,000	
6x	18,628	19,876	22,880	24,380	28,140	30,648	32,896	34,900	36,648	38,652	41,156	43,208	46,160	47,664	49,668	51,168
12x	17,880	19,076	21,956	23,392	26,988	29,388	31,540	33,464	35,140	37,056	39,456	41,432	44,252	45,684	47,608	49,044
24x	17,388	18,548	21,336	22,736	26,228	28,556	30,648	32,512	34,132	35,992	38,316	40,240	42,976	44,368	46,232	47,632
36x	17,052	18,192	20,932	22,296	25,712	28,000	30,044	31,868	33,464	35,288	37,572	39,628	42,124	43,488	45,316	46,680
48x	16,364	17,452	20,068	21,372	24,644	26,828	28,792	30,540	32,068	33,800	35,984	37,788	40,348	41,656	43,400	44,708
72x	16,240	17,324	19,916	21,212	24,460	26,616	28,568	30,296	31,808	33,536	35,704	37,556	40,028	41,324	43,052	44,352
96x	16,136	17,208	19,780	21,068	24,288	26,440	28,368	30,088	31,584	33,308	35,452	37,284	39,744	41,032	42,756	44,044
144x	16,012	17,076	19,628	20,908	24,100	26,232	28,148	29,856	31,340	33,048	35,172	37,040	39,432	40,712	42,424	43,696
192x	15,904	16,952	19,488	20,752	23,924	26,040	27,944	29,636	31,112	32,804	34,920	36,852	39,148	40,416	42,108	43,368
264x	15,808	16,860	19,380	20,640	23,796	25,896	27,788	29,464	30,936	32,620	34,720	36,612	38,920	40,184	41,860	43,124
336x	15,728	16,772	19,272	20,524	23,668	25,752	27,628	29,300	30,768	32,436	34,528	36,340	38,700	39,952	41,624	42,884
432x	15,620	16,656	19,140	20,392	23,500	25,572	27,436	29,096	30,552	32,204	34,284	36,124	38,428	39,676	41,332	42,572
528x	15,464	16,492	18,956	20,188	23,272	25,320	27,168	28,804	30,240	31,884	33,940	35,632	38,040	39,272	40,912	42,144
624x	15,236	16,248	18,668	19,880	22,916	24,936	26,748	28,364	29,776	31,400	33,412	35,104	37,456	38,660	40,276	41,488
720x	14,964	15,952	18,320	19,512	22,484	24,464	26,244	27,828	29,212	30,800	32,776	34,412	36,736	37,928	39,504	40,692
816x	14,640	15,604	17,932	19,088	21,988	23,920	25,664	27,212	28,568	30,108	32,052	33,724	35,920	37,076	38,624	39,788
912x	14,320	15,256	17,532	18,660	21,492	23,380	25,080	26,588	27,908	29,424	31,308	33,004	35,084	36,212	37,728	38,860
1008x	13,996	14,916	17,128	18,236	20,996	22,844	24,500	25,972	27,260	28,728	30,580	32,256	34,268	35,368	36,844	37,948

## 6-Page Insert Rates

Circ	Under 20,000	MINI														FULL RUN
		20,001 30,000	30,001 40,000	40,001 50,000	50,001 60,000	60,001 70,000	70,001 80,000	80,001 90,000	90,001 100,000	100,001 120,000	120,001 150,000	150,001 180,000	180,001 210,000	210,001 240,000	240,001 270,000	
6x	27,392	29,264	33,770	36,020	41,660	45,422	48,794	51,800	54,422	57,428	61,184	64,262	68,690	70,946	73,952	76,202
12x	26,270	28,064	32,384	34,538	39,932	43,532	46,760	49,646	52,160	55,034	58,634	61,598	65,828	67,976	70,862	73,016
24x	25,532	27,272	31,454	33,554	38,792	42,284	45,422	48,218	50,648	53,438	56,924	59,810	63,914	66,002	68,798	70,898
36x	25,028	26,738	30,848	32,894	38,018	41,450	44,516	47,252	49,646	52,382	55,808	58,892	62,636	64,682	67,424	69,470
48x	23,996	25,628	29,552	31,508	36,416	39,692	42,638	45,260	47,552	50,150	53,426	56,132	59,972	61,934	64,550	66,512
72x	23,810	25,436	29,324	31,268	36,140	39,374	42,302	44,894	47,162	49,754	53,006	55,784	59,492	61,436	64,028	65,978
96x	23,654	25,262	29,120	31,052	35,882	39,110	42,002	44,582	46,826	49,412	52,628	55,376	59,066	60,998	63,584	65,516
144x	23,468	25,064	28,892	30,812	35,600	38,798	41,672	44,234	46,460	49,022	52,208	55,010	58,598	60,518	63,086	64,994
192x	23,306	24,878	28,682	30,578	35,336	38,510	41,366	43,904	46,118	48,656	51,830	54,728	58,172	60,074	62,612	64,502
264x	23,162	24,740	28,520	30,410	35,144	38,294	41,132	43,646	45,854	48,380	51,530	54,368	57,830	59,726	62,240	64,136
336x	23,042	24,608	28,358	30,236	34,952	38,078	40,892	43,400	45,602	48,104	51,242	53,960	57,500	59,378	61,886	63,776
432x	22,880	24,434	28,160	30,038	34,700	37,808	40,604	43,094	45,278	47,756	50,876	53,636	57,092	58,964	61,448	63,308
528x	22,646	24,188	27,884	29,732	34,358	37,430	40,202	42,656	44,810	47,276	50,360	52,898	56,510	58,358	60,818	62,666
624x	22,304	23,822	27,452	29,270	33,824	36,854	39,572	41,996	44,114	46,550	49,568	52,106	55,634	57,440	59,864	61,682
720x	21,896	23,378	26,930	28,718	33,176	36,146	38,816	41,192	43,268	45,650	48,614	51,068	54,554	56,342	58,706	60,488
816x	21,410	22,856	26,348	28,082	32,432	35,330	37,946	40,268	42,302	44,612	47,528	50,036	53,330	55,064	57,386	59,132
912x	20,930	22,334	25,748	27,440	31,688	34,520	37,070	39,332	41,312	43,586	46,412	48,956	52,076	53,768	56,042	57,740
1008x	20,444	21,824	25,142	26,804	30,944	33,716	36,200	38,408	40,340	42,542	45,320	47,834	50,852	52,502	54,716	56,372

## 8-Page Insert Rates

Circ	MINI															
	Under 20,000	20,001-30,000	30,001-40,000	40,001-50,000	50,001-60,000	60,001-70,000	70,001-80,000	80,001-90,000	90,001-100,000	100,001-120,000	120,001-150,000	150,001-180,000	180,001-210,000	210,001-240,000	240,001-270,000	FULL RUN
6x	36,156	38,652	44,660	47,660	55,180	60,196	64,692	68,700	72,196	76,204	81,212	85,316	91,220	94,228	98,236	101,236
12x	34,660	37,052	42,812	45,684	52,876	57,676	61,980	65,828	69,180	73,012	77,812	81,764	87,404	90,268	94,116	96,988
24x	33,676	35,996	41,572	44,372	51,356	56,012	60,196	63,924	67,164	70,884	75,532	79,380	84,852	87,636	91,364	94,164
36x	33,004	35,284	40,764	43,492	50,324	54,900	58,988	62,636	65,828	69,476	74,044	78,156	83,148	85,876	89,532	92,260
48x	31,628	33,804	39,036	41,644	48,188	52,556	56,484	59,980	63,036	66,500	70,868	74,476	79,596	82,212	85,700	88,316
72x	31,380	33,548	38,732	41,324	47,820	52,132	56,036	59,492	62,516	65,972	70,308	74,012	78,956	81,548	85,004	87,604
96x	31,172	33,316	38,460	41,036	47,476	51,780	55,636	59,076	62,068	65,516	69,804	73,468	78,388	80,964	84,412	86,988
144x	30,924	33,052	38,156	40,716	47,100	51,364	55,196	58,612	61,580	64,996	69,244	72,980	77,764	80,324	83,748	86,292
192x	30,708	32,804	37,876	40,404	46,748	50,980	54,788	58,172	61,124	64,508	68,740	72,604	77,196	79,732	83,116	85,636
264x	30,516	32,620	37,660	40,180	46,492	50,692	54,476	57,828	60,772	64,140	68,340	72,124	76,740	79,268	82,620	85,148
336x	30,356	32,444	37,444	39,948	46,236	50,404	54,156	57,500	60,436	63,772	67,956	71,580	76,300	78,804	82,148	84,668
432x	30,140	32,212	37,180	39,684	45,900	50,044	53,772	57,092	60,004	63,308	67,468	71,148	75,756	78,252	81,564	84,044
528x	29,828	31,884	36,812	39,276	45,444	49,540	53,236	56,508	59,380	62,668	66,780	70,164	74,980	77,444	80,724	83,188
624x	29,372	31,396	36,236	38,660	44,732	48,772	52,396	55,628	58,452	61,700	65,724	69,108	73,812	76,220	79,452	81,876
720x	28,828	30,804	35,540	37,924	43,868	47,828	51,388	54,556	57,324	60,500	64,452	67,724	72,372	74,756	77,908	80,284
816x	28,180	30,108	34,764	37,076	42,876	46,740	50,228	53,324	56,036	59,116	63,004	66,348	70,740	73,052	76,148	78,476
912x	27,540	29,412	33,964	36,220	41,884	45,660	49,060	52,076	54,716	57,748	61,516	64,908	69,068	71,324	74,356	76,620
1008x	26,892	28,732	33,156	35,372	40,892	44,588	47,900	50,844	53,420	56,356	60,060	63,412	67,436	69,636	72,588	74,796

### 10. Sizes and Specifications

2 page: 8-1/8in x 10-3/4in (single leaf)  
 4 page: 16-1/4in x 10-3/4in folds to 8-1/8in x 10-3/4in  
 6 page: 2 page piece (see above for size) should be glued (interleaved) inside the 4-page unit.  
 For inserts greater than 6 pages contact publisher for specifications.  
 Stock: Publisher adheres to the guidelines of the AMP (80 lb. preferred). All inserts are subject to publisher's approval. BRCs are not accepted.

### 11. Trimming

Inserts jog to the foot. Inserts trim to finished size of the book - 7 7/8in x 10 1/2in.  
 Trimming: 1/8in off all 4 sides.  
 Margin for live matter: 3/8in from trim edge.

### 12. Quantity

The number of inserts required for special demo inserts is 7% over the selected circulation (Circulation x 1.06 = Insert Quantity). Quantities required are 334,000 for Full Run and 199,000 for JAMA Mini.

### 13. Shipping/Inserts

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  
 JAMA (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.

### 14. Disposition of Material

Contact *Production Services* at (312) 464-5713 if you do not want excess inserts destroyed — there may be a storage charge for holding excess inserts.

## 2010 Issuance and Closing

Issue Date	Cycle	Closing Date	Materials Date
Jan 6	1	Dec 3	Dec 11
Jan 13	2	Dec 10	Dec 18
Jan 20	3	Dec 16	Dec 23
Jan 27	4	Dec 23	Dec 30
Feb 3	1	Dec 30	Jan 8
Feb 10	2	Jan 7	Jan 15
Feb 17	3	Jan 14	Jan 22
Feb 24	4	Jan 21	Jan 29
Mar 3	1	Jan 28	Feb 5
Mar 10	2	Feb 4	Feb 12
Mar 17	3	Feb 11	Feb 19
Mar 24/31	4	Feb 18	Feb 26
Apr 7	1	Mar 4	Mar 12
Apr 14	2	Mar 11	Mar 19
Apr 21	3	Mar 18	Mar 26
Apr 28	4	Mar 25	Apr 2
May 5	1	Apr 1	Apr 9
May 12	2	Apr 8	Apr 16
May 19	3	Apr 15	Apr 23
May 26	4	Apr 22	Apr 30
Jun 2	1	Apr 29	May 7
Jun 9	2	May 6	May 14
Jun 16	3	May 13	May 21
Jun 23/30	4	May 20	May 28
July 7	1	Jun 3	Jun 11
July 14	2	Jun 10	Jun 18
July 21	3	Jun 17	Jun 25
July 28	4	Jun 24	July 2
Aug 4	1	July 1	July 9
Aug 11	2	July 8	July 16
Aug 18	3	July 15	July 23
Aug 25	4	July 22	July 30
Sept 1	1	July 29	Aug 6
Sept 8	2	Aug 5	Aug 13
Sept 15	3	Aug 12	Aug 20
Sept 22/29	4	Aug 19	Aug 27
Oct 6	1	Sept 2	Sept 10
Oct 13	2	Sept 9	Sept 17
Oct 20	3	Sept 16	Sept 24
Oct 27	4	Sept 23	Oct 1
Nov 3	1	Sept 30	Oct 8
Nov 10	2	Oct 7	Oct 15
Nov 17	3	Oct 14	Oct 22
Nov 24	4	Oct 21	Oct 29
Dec 1	1	Oct 28	Nov 5
Dec 8	2	Nov 4	Nov 12
Dec 15	3	Nov 11	Nov 19
Dec 22/29	4	Nov 17	Nov 24

**15. First Issue** - January 6, 2010

**16. Frequency** - 48 times per year

### 17. Issue Dates

First 4 Wednesdays of each month. The year is divided into 4 cycles for 2nd cover, 4th cover, and other special positions.

### 18. Mailing Date

Entered as periodical class mail at up to 250 nationwide postal entry points.

### 19. Insertion Orders

Insertion orders are due 35 days (5 weeks) prior to the issue date. Please send to:

Advertising Services, 11th Floor  
American Medical Association  
515 North State Street  
Chicago, IL 60654

or fax to (312) 464-5840. Please confirm all cancellations in writing, prior to the closing date. For questions regarding insertion orders call *Advertising Services* at (312) 464-4227.

### 20. Ad Material/Inserts Closing Dates

Digital files and inserts are due 28 days (4 weeks) prior to issue date. Extensions may be granted, if requested prior to Closing Date, by contacting *Production Services* at (312) 464-5713.

## Editorial

### 21. Theme and Index Issues

**Theme Issues:** Each year *JAMA* publishes 5 to 6 theme issues with articles dedicated to an important medical subject. Plans for 2010 theme issues include Cancer, Mental Health, HIV/AIDS, Violence/Human Rights, Medical Education, and Aging. For more information, contact your *JAMA* Account Manager.

### 22. Clinical Features Useful to the Practicing Physician

Every issue of *JAMA* contains a variety of the following clinically useful articles, including Original Contributions, Review Articles, Clinical Crossroads, Clinical Review, Grand Rounds, Rational Clinical Examination, and Commentaries. Each week, clinically relevant articles are featured in the section, Clinician's Corner, and for on-line Continuing Medical Education.

## 23. Other Useful Features

- A reader-friendly design
- *JAMA Express*, a system for rapid peer review and publication
- Full-text, e-mail alerts, topic collections, audio commentaries, video, and Continuing Medical Education available on-line at [www.jama.com](http://www.jama.com)
- *This Week in JAMA*, a third page of table of contents that highlights and summarizes major articles
- The Patient Page, summarizing new medical information for physicians to give to their patients
- Medical News and Perspectives

## 24. Editorial Objectives

To promote the science and art of medicine and the betterment of the public health

### Critical Objectives

1. To maintain the highest standards of editorial integrity independent of any special interests
2. To publish original, important, well-documented, peer-reviewed articles on a diverse range of medical topics
3. To provide physicians with continuing education in basic and clinical science to support informed clinical decisions
4. To enable physicians to remain informed in multiple areas of medicine, including developments in fields other than their own
5. To improve health and health care internationally by elevating the quality of medical care, disease prevention, and research
6. To foster responsible and balanced debate on issues that affect medicine and health-care
7. To anticipate important issues and trends in medicine and healthcare
8. To inform readers about nonclinical aspects of medicine and public health, including the political, philosophic, ethical, legal, environmental, economic, historical, and cultural
9. To recognize that, in addition to these specific objectives, *The Journal* has a social responsibility to improve the total human condition and to promote the integrity of science
10. To achieve the highest level of ethical medical journalism and to produce a publication that is timely, credible, and enjoyable to read

## 25. Average Issue Information

- a) *Average Number of Articles per Issue:*  
8-10 Major articles/papers  
13 Features and departments
- b) *Average Paid Ad Pages per Issue:* 56
- c) *Average Editorial Pages per Issue:* 94 (in 2008)
- d) *Average Folio Size:* 152
- e) *Ad/Edit Ratio:* 37%/63%

## 26. Origin of Editorial

- a) *Submitted:* Approximately 5,500 manuscripts
- b) *Acceptance Rate:* 8% of unsolicited manuscripts
- c) *Peer Review:* Approximately 3,500 peer reviewers review *JAMA's* manuscripts each year. Most often *JAMA's* manuscripts are sent to 3 peer reviewers.
- d) *Impact Factor:* *JAMA's* impact factor is 31.7 (2008), second highest among all general medical journals.

## Circulation

### 27. Description of Circulation Parameters

*JAMA* is received by physicians in 189 specialties. For a detailed breakout of *JAMA's* circulation, please refer to Section 30.

- a) *Office Based:* 184 different specialties and sub-specialties.
- b) *Hospital Based:* 149 different specialties and sub-specialties.
- c) *Osteopathic Specialties:* 129 different specialties and sub-specialties.
- d) *Medical Students:* 8,904

### 28. Demographic Selection Criteria

*Qualified Paid Circulation:* see July 2009 BPA Audit

### 29. Circulation Verification

*Audit:* BPA Audit, July 2009  
Inking: AAAA offset standard

## 30. Projected Circulation

Specialty	Spec Code	Office	Hospital	TPC
Family Medicine	FM	55,129	6,552	<b>61,681</b>
General Practice	GP	4,594	101	<b>4,695</b>
Internal Medicine	IM	67,232	14,299	<b>81,531</b>
Osteopath	DO	19,064	866	<b>19,930</b>
Cardiovascular Dis	CD	15,349	2,341	<b>17,690</b>
<b>JAMA Estimated Mini Edition</b>				<b>185,527</b>
<b>Full Run Includes mini &amp; these specialists:</b>				
Addiction Med	ADM	35	9	<b>44</b>
Aerospace Med	AM	16	31	<b>47</b>
Allergy	A	125	4	<b>129</b>
Allergy & Immno	AI	611	63	<b>674</b>
Anes, Crit Care	CCA	38	29	<b>67</b>
Anesthesiology	AN	5,061	1,650	<b>6,711</b>
Critical Care Med	CCM	92	67	<b>159</b>
Dermatology	D	2,235	347	<b>2,582</b>
Diabetes	DIA	25	1	<b>26</b>
Emergency Med	EM	1,703	1,586	<b>3,289</b>
Endocrinology	END	530	219	<b>749</b>
FPS, OTO	FPS	126	8	<b>134</b>
FP, Geriatric Med	FPG	70	31	<b>101</b>
Gastroenterology	GE	1,627	314	<b>1,941</b>
Gen Surgery	GS	3,484	1,814	<b>5,298</b>
Gynecological Oncology	GO	91	16	<b>107</b>
Gynecology	GYN	380	22	<b>402</b>
Hematology	HEM	135	24	<b>159</b>
Hematology/Oncology	HO	2,944	1,446	<b>4,390</b>
IM, Geriatrics	IMG	236	140	<b>376</b>
Infectious Disease	ID	3,313	1,290	<b>4,603</b>
Maternal & Fetal Med	MFM	92	39	<b>131</b>
Neonatal-Perinatal Med	NPM	246	123	<b>369</b>
Nephrology	NEP	939	191	<b>1,130</b>
Neurology	N	1,742	443	<b>2,185</b>
Neurology, Child	CHN	61	34	<b>95</b>
Obstetrics & Gynecology	OBG	4,544	650	<b>5,194</b>
Occupational Med	OM	225	70	<b>295</b>
Oncology	ON	3,393	544	<b>3,937</b>
Ophthalmology	OPH	3,212	338	<b>3,550</b>
ORS, Ped Ortho	OP	45	19	<b>64</b>
ORS, Sports Med	OSM	199	24	<b>223</b>
Otolaryngology	OTO	2,032	373	<b>2,405</b>
*Pathology, Anatomic/Clinical	PTH	1,155	554	<b>1,709</b>
Ped Cardiology	PDC	110	47	<b>157</b>
Ped Hem-Onc	PHO	41	46	<b>87</b>
Pediatrics	PD	3,420	1,762	<b>5,182</b>
Pharmacology, Clin	PA	4	0	<b>4</b>
Phs Med & Rehab	PM	1,310	377	<b>1,687</b>

  

Specialty	Spec Code	Office	Hospital	TPC
Preventive Med, Gen	GPM	68	88	<b>156</b>
Psychiatry	P	2,531	1,266	<b>3,797</b>
Psychiatry, Child	CHP	443	206	<b>649</b>
Psychoanalysis	PYA	42	0	<b>42</b>
Pulmonary Disease	PUD	1,048	344	<b>1,392</b>
Radiology	R	995	183	<b>1,178</b>
Radiology, Diagnostic	DR	2,276	907	<b>3,183</b>
Radiation Oncology	RO	857	189	<b>1,046</b>
Reproductive Endo	REN	120	14	<b>134</b>
Rheumatology	RHU	518	115	<b>633</b>
Surgery, Plastic	PS	1,113	120	<b>1,233</b>
Surgery, Colon & Rectal	CRS	314	40	<b>354</b>
Surgery, Critical Care	CCS	54	43	<b>97</b>
Surgery, Head & Neck	HNS	47	8	<b>55</b>
Surgery, Neurological	NS	1,150	228	<b>1,378</b>
Surgery Orthopedic	ORS	3,645	787	<b>4,432</b>
Surgery, Pediatric	PDS	74	27	<b>101</b>
Surgery, Thoracic	TS	622	117	<b>739</b>
Surgery, Urological	U	1,819	207	<b>2,026</b>
Surgery, Vascular	VS	370	80	<b>450</b>
Other Specialties	OSM	1,740	1,129	<b>2,869</b>
Unspecified	US	273	2,454	<b>2,727</b>
<i>Sub-Total</i>		<i>227,124</i>	<i>47,456</i>	<i>274,590</i>
Students	---			<b>17,299</b>
All Others	---			<b>19,691</b>
<b>JAMA Estimated Grand Total</b>				<b>311,580</b>

\* Includes sub-specialties

## General Information

### 31. Requirements for Advertising Acceptance

Advertising is subject to approval by the AMA, which reserves the right to reject 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 the conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*. Contact your JAMA account manager for a copy of these principles, or find them on our Web site at [www.jama.com](http://www.jama.com).

### 32. Ad Format and Placement Policy

No conditions, printed or otherwise, appearing on an insertion order, billing instruction, or copy instructions that conflict with the AMA's stated policies shall be binding on the publisher. Positioning of advertising is at the discretion of the publisher except when a preferred position has been confirmed in writing by *Advertising Services*. Advertisements are dispersed between and within selected editorial departments and are rotated fairly.

### 33. Services

- a) **Combination Earned Frequency:** See Section 2b
- b) **Advertiser Savings Program:** See Section 2c
- c) **Product Continuity Program:** See Section 2d
- d) **On-line Availability:** JAMA is available full-text on-line at [www.jama.com](http://www.jama.com)

### 34. Classified Advertising

Sales Manager, Thalia Moss  
 Phone: (800) 262-2260 Fax: (312) 464-5909  
 e-mail: [Classifieds@ama-assn.org](mailto:Classifieds@ama-assn.org)

### 35. Domestic Subscriptions and Site Licensing

Saskia Bolore  
 (312) 464-4371

## Mechanical Requirements

### 36. 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.

### 37. Digital Ad Specifications

#### Digital Files

The preferred digital file format is:

- PDFX-1a

For processing of formats not listed, contact Debbie Camp, Phone (312) 464-5713. 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 340%.
- 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.

### **39. Shipping Digital Files**

Send digital files, progressive proof, SWOP standard color proof, conversion material, and color patches in wrapper marked with date of issue to:

Dean Zawalich / Imaging  
*JAMA* (issue date)  
Quad Graphics, Inc.  
N63 W23075, Main Street  
Sussex, WI 53089

