



## 2014 Display Advertising Rate Card

Effective January 2014

*The Journal of Hospital Medicine (JHM)* is the only peer-reviewed, ISI-indexed research publication devoted to the specialty of hospital medicine. JHM features evidence-based clinical research and review articles across a diverse range of topics that improve hospital care, solve clinical problems, advocate safety, and instruct on techniques and guidelines for performing research. Our readers consist of physicians and healthcare professionals involved in patient care, clinical decision-making, teaching, academic research, and administration at institutions and hospitals around the world.

### Advertising & Sales

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### Publishing & Editorial

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Editor-in-Chief: Andrew Auerbach, MD, MPH  
Executive Editor: Lisa Dionne, E: ldionne@wiley.com  
Managing Editor: Brittany White, brittany@jjeditorial.com

### Circulation

**Total Circulation:** 8,692

**Circulation Verification:** BPA

**Coverage:** United States

**Circulation Basis:** Paid benefit of SHM membership dues.

**Subscription Data:**

Subscription rates: Individual (print and electronic): \$110

### Advertising Information

**Earned Rates:** Rates based on number of total units used within a calendar year (e.g., six full pages and six half pages earn the 12x rate).

**Combination Frequency:** Ads placed in *The Hospitalist* and the *Journal of Hospital Medicine* combine for earned frequency rate.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Requirements for Acceptance of Advertising:** All advertising is subject to the approval of the editors and the publisher.

### Advertising Incentive Programs:

- Place three insertions of a new product launch in the *Journal of Hospital Medicine* and receive the fourth placement free. The fourth ad must be for the same brand and must be of equal or smaller size than its paid counterpart.
- Advertise in *The Hospitalist* and the *Journal of Hospital Medicine* in the same month and receive a \$500 discount per page in JHM.

### Display Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,650	\$1,675	\$1,300
6x	\$2,575	\$1,625	\$1,250
12x	\$2,500	\$1,575	\$1,200
24x	\$2,425	\$1,525	\$1,150
36x	\$2,350	\$1,475	\$1,100
48x	\$2,275	\$1,425	\$1,050
60x	\$2,200	\$1,375	\$1,000
72x	\$2,125	\$1,325	\$950
96x	\$2,050	\$1,275	\$900
120x	\$1,975	\$1,225	\$850

### Color Rates

In addition to earned B&W Rate:

3 or 4-color: \$1,700

### Cover & Preferred Positions

In addition to earned B&W Rate (non-cancelable):

Second cover: 35%

Fourth cover: 50%

Table of Contents: 15%

First Edit: 15%

**Inserts:** Charged at the earned black-and-white page rate.





### Issuance & Closing Dates

Frequency: 12x per year

#### Closing Dates:

Cover Month	Ad Placement	Material Due	Inserts Due
January	12/02/13	12/09/13	12/16/13
February	01/08/14	01/13/14	01/20/14
March	02/05/14	02/10/14	02/17/14
April	03/07/14	03/13/14	03/20/14
May	04/09/14	04/11/14	04/18/14
June	05/05/14	05/12/14	05/19/14
July	06/05/14	06/11/14	06/18/14
August	07/07/14	07/11/14	07/18/14
September	08/04/14	08/12/14	08/19/14
October	09/09/14	09/10/14	09/19/14
November	10/06/14	10/14/14	10/21/14
December	11/03/14	11/07/14	11/14/14

#### Bonus Distribution

March:	American College of Physicians (ACP)
March:	Society of Hospital Medicine
October:	American College of Emergency Physicians
October:	Association of American Medical Colleges

### Mechanical Requirements

Trim Size: 8-1/4" x 10-7/8"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3-1/2"	10"
1/2 page horizontal	7"	4-3/4"
1/4 page	3-1/2"	4-3/4"
Page Sizes, Bleed	Width	Depth
Full page	8-3/8"	11"
1/2 page vertical	4-1/2"	11"
1/2 page horizontal	8-3/8"	5-1/2"

#### Paper Stock:

Inside pages: UPM Classic Gloss 80 gsm  
Covers: 10 pt. C/2/S

#### Binding: Perfect

### Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Julie Jimenez at [jjimenez@pminy.com](mailto:jjimenez@pminy.com) prior to submitting a file via FTP.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

### Insert Requirements

- Supplied size: 8-3/8" x 11-1/8", includes 1/8" trim all around. Jogs to head. Keep live matter 1/2" from trim.
- BRM supplied size: 4-1/2" x 6."
- Supply multiple-leaf inserts folded.
- Stock: Not to exceed 80lb coated.
- Submit a sample to Julie Jimenez for approval.
- Quantity: 10,000.
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.
- A service charge will be rendered for special printer services or unusual inserts, which cause bindery slow-downs or incur additional printer charges.

### Contacts

Ship all insertion orders, advertising material, and insert examples to:

Pharmaceutical Media, Inc.,  
Attn: Julie Jimenez  
30 East 33rd Street, New York, NY 10016  
E: [jjimenez@pminy.com](mailto:jjimenez@pminy.com)

#### Ship Inserts to:

Cenveo Publishers Services,  
Attn: Dave Daly  
JHM (issue, month/date)  
3575 Hempland Road  
Lancaster, PA 17601  
Phone: 717.285.6865