



2014 Display Advertising Rate Card

Effective January 2014

The Hospitalist is a news publication for hospitalists throughout the United States, reporting on issues and trends in the practice of hospital medicine. Each issue gives readers practical advice from leading authorities in the field on selected topics in clinical management, ethical concerns, public policy, and medical-legal issues. *The Hospitalist* also includes an extensive classified section featuring a comprehensive listing of job opportunities geared toward physicians practicing hospital medicine.

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Physician Editor: Danielle Scheurer, MD, FHM
Executive Editor: Lisa Dionne, E: ldionne@wiley.com
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Circulation

Total Circulation: 22,738

Circulation Verification: BPA

Circulation Breakdown:

SHM Total Members:	10,147
SHM Roster:	7,269
Internal Medicine Residents:	5,322

Advertising Information

Editorial-to-Advertising Ratio: 50%-50%

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.

Discounts & Advertising Incentives: Run a paid ad in every issue, January through November, and receive a free placement in the December issue. The free ad must be for the same brand and must be of equal or smaller size than its paid counterpart.

Policy on Ad Placement: Interspersed

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.

Display Advertising Rates

Frequency	King	3/4 Page	1/2 Island	1/4 Page
1x	\$4,400	\$3,675	\$2,950	\$2,000
6x	\$4,325	\$3,600	\$2,900	\$1,950
12x	\$4,250	\$3,525	\$2,850	\$1,900
24x	\$4,175	\$3,450	\$2,800	\$1,850
36x	\$4,100	\$3,375	\$2,750	\$1,800
48x	\$4,025	\$3,300	\$2,700	\$1,750
60x	\$3,950	\$3,225	\$2,650	\$1,700
72x	\$3,875	\$3,150	\$2,600	\$1,650
96x	\$3,800	\$3,075	\$2,550	\$1,600
120x	\$3,725	\$3,000	\$2,500	\$1,550

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

Second cover: 35%

Fourth cover: 50%

Positions available on a non-cancelable basis.

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





Issuance & Closing Dates

Frequency: 12x per year

Closing Dates:

Month	Space Reservation	Material Due	Inserts Due
January	11/25/13	12/02/13	12/10/13
February	12/26/14	01/03/14	01/10/14
March	01/27/14	02/03/14	02/10/14
April	02/25/14	03/03/14	03/10/14
May	03/25/14	04/01/14	04/10/14
June	04/25/14	05/01/14	05/12/14
July	05/27/14	06/02/14	06/10/14
August	06/25/14	07/01/14	07/11/14
September	07/25/14	08/01/14	08/11/14
October	08/25/14	09/02/14	09/10/14
November	09/25/14	10/01/14	10/10/14
December	10/24/14	11/03/14	11/10/14

Bonus Distribution

March Issue:	SHM Annual Meeting, March 24-27
April Issue:	ACP Annual Meeting, April 10-12
October Issue:	American College of Emergency Physicians, October 27-30
October Issue:	Association of American Medical Colleges, November 7 -12

Mechanical Requirements

Trim Size: 10-7/8" x 15"

All ads must be set to trim size with live matter 1/4" from final trim size.

Ad Sizes, Non-Bleed	Width	Height
King page	9-7/8"	13-7/8"
3/4 page horizontal	7-3/8"	13-5/8"
Island half	7-3/8"	10"
1/2 page vertical	4-7/8"	13-5/8"
1/2 page horizontal	9-7/8"	7"
1/4 page vertical	4-7/8"	7"
3/4 page horizontal	9-7/8"	10"
Ad Sizes, Bleed	Width	Height
King page	11-1/8"	15-1/4"
King spread	22"	15-1/4"
1/2 page horizontal spread (gutter bleed only)	20-3/4"	7"
Island half spread (gutter bleed only)	15-5/8"	10"

Paper Stock:

Inside pages: UPM Classic Gloss 80 gsm

Covers: 10 pt. C/2/S

Binding: Saddlestitch

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 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

- King insert supplied size: 11" x 15-1/4", includes 1/8" trim from head, foot, and face. No gutter grind-off. Jogs to head.
- Island insert supplied size: 8-1/8" x 11", includes 1/8" trim from head. No gutter grind-off. Jogs to head.
- BRM supplied size: 4-1/8" x 6-1/8"; allow 3/8" from perforation to binding edge.
- Supply multiple-leaf inserts folded.
- Quantity: 30,000
- Submit a sample to Julie Jimenez for approval.
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.
- Production Charge: \$200 (noncommissionable). A service charge will be rendered for special printer services or unusual inserts that 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

Ship Inserts to:

Receiving Department, Attn: Gladys Stauffer
The Hospitalist (issue, month)
Cenveo Publisher Services
3575 Hempland Rd., Lancaster, PA 17601
P: 717.285.6822