

# HOSPITAL PHYSICIAN®

Endorsed by the Association for Hospital Medical Education

Published by Turner White Communications, Inc.  
 Publishers of: HOSPITAL PHYSICIAN®  
 HOSPITAL PHYSICIAN BOARD REVIEW MANUALS  
 JOURNAL OF CLINICAL OUTCOMES MANAGEMENT® (JCOM®)  
 SEMINARS IN MEDICAL PRACTICE®  
 CLINICAL GUIDES SERIES  
 125 Strafford Avenue, Suite 220 • Wayne, PA 19087-3391  
 (610) 975-4541 • Fax: (610) 975-4564  
 Publisher: Bruce M. White ext. 115

## RATES

1. Effective Date and Commissions:
  - a) Effective Rate Date: January 1, 2008. Fiscal year advertisers are not protected.
  - b) Agency Commission: 15% of gross billings on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice.
2. Earned Rates:
  - a) **Full Run:** Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread is considered two insertions. Each page of an insert is considered one insertion. Fractional pages (vertical or horizontal) count as one insertion. Cover positions apply to earned B&W rates.
  - b) **Combination Rates:** Insertions in HOSPITAL PHYSICIAN® and JCOM® count toward earned frequency rate in each of these publications. All insertions of a parent company and subsidiaries are combined to determine the earned rate.
  - c) **Corporate Umbrella Program:** By sponsoring a single-sponsored Board Review Manual Program or single-sponsored edition of JCOM®, SEMINARS IN MEDICAL PRACTICE® or CLINICAL GUIDES SERIES in combination with advertising in HOSPITAL PHYSICIAN®, and/or JCOM®, the advertiser will be eligible to move up to the next earned rate frequency after calculating the combination rates applicable.
  - d) **FirstTime Advertiser Program:** Any product that has NOT advertised in either HOSPITAL PHYSICIAN® or JCOM® in 2007 is eligible to receive FREE and BONUS ad unit insertions dependent on advertising in 50% or all 2008 issues of HOSPITAL PHYSICIAN®.
  - e) **Corporate Discount Program:** Any corporation that advertises in HOSPITAL PHYSICIAN® and/or JCOM® will be able to apply the gross amount of their 2008 advertising expenditures, including expenditures for single-sponsored specialty editions described above, to determine the appropriate corporate discount to be applied to 2008 gross advertising spending in HOSPITAL PHYSICIAN® and JCOM®.
  - f) **Demographic Rates:** Demographic coverage is available; consult publisher. Each page placed in a demographic run does not count as an insertion toward earned rate for full run.
  - g) The advertiser and its designated advertising agency are equally responsible for all charges incurred through the placement of advertising in HOSPITAL PHYSICIAN®.

## ISSUANCE AND CLOSING

3. Publication Specifics:
  - a) First Issue: July 1965 (successor to RISS magazine, established 1957)
  - b) Frequency: 12 times per year
  - c) Issue Dates: 1st of each month
  - d) Mailing Dates: 25th of the month prior to date of issue
  - e) Closing Dates: 25th 2 months prior to date of issue
  - f) Material Due Date: 1st of the month prior to date of issue
  - g) Insert Due Date: 5th of the month prior to date of issue
  - h) Audit: BPA Publishers Statement: January and July
  - i) Mailing House: Cegedim Dendrite

## MECHANICAL REQUIREMENTS

4. Ad Sizes and Bleed Sizes:

	Ad Sizes	Bleed Sizes
Spread	15" x 10"	16 3/8" x 11"
Full Page	7 1/8" x 10"	8 1/8" x 11"
Half Page Vertical	3 3/8" x 10"	3 7/8" x 11"
Half Page Horizontal	7 1/8" x 4 3/4"	8 1/8" x 5 1/4"

- a) Hold live matter in 3/8" from trim on all sides
- b) Trim size of journal: 7 7/8" x 10 3/4"
- c) Minimum 1/8" bleed on all sides
5. Paper Stock:
  - a) Inside pages: 40# machine coated, grade #5
  - b) Covers: 70# gloss with UV coating, grade #3
  - c) Four-color process: 40# machine coated
6. Type of Binding: perfect bound
7. Halftone Screen Requirements: 133 line screen
8. Reproduction Requirements:
  - a) Follow Specifications for Web Offset Publications (SWOP) booklet, revised 1993.
  - b) Advertising materials should be sent in PDF format (PDF-X1a or better preferred) with all fonts and high resolution images embedded. Native application files will not be accepted.
  - c) If it is necessary to send film send negatives, right reading, emulsion down, plate ready.
  - d) Proofing: Two comprehensive proofs and one set of progressive proofs complete with color bars are required for all materials. Ink hues and densities must conform to SWOP standards.
  - e) Reproduction material will be held 1 year from date of last insertion and then destroyed unless otherwise specified.
  - f) Send disks and color proofs to:  
 Suzanne Banish, Production Director  
 HOSPITAL PHYSICIAN®  
 125 Strafford Avenue, Suite 220, Wayne, PA 19087-3391  
 e-mail: sbanish@turner-white.com

## SUPPLIED ADVERTISING INSERTS

9. Guidelines:
  - a) HOSPITAL PHYSICIAN® follows AMP insert guidelines.
  - b) The maximum micrometer reading is not to exceed 0.004". A variance of 5% is allowed to accommodate unevenness in 0.004" stock.
  - c) All inserts to be full size, supplied untrimmed, printed, folded, and ready for binding.
  - d) Trimming: Two page inserts delivered to plant 8 1/8" x 11". One-eighth inch will be trimmed off the face, head, skive, and foot. All inserts jog to the foot.
  - e) Quantity: 102,000
  - f) Shipping: Carton packing preferred with publication name, date, and insert quantity clearly marked on pallets that are 42" x 48". Each load should be a maximum of 54" from upper surface of pallet.
  - g) Ship to: RR Donnelley and Sons, Pontiac Division  
 1600 North Main Street, Pontiac, IL 61764-0140  
 Attn: HOSPITAL PHYSICIAN® Customer Service Rep

# HOSPITAL PHYSICIAN®



**Endorsed by the Association for Hospital Medical Education**  
The Association for Hospital Medical Education endorses *Hospital Physician* for the purpose of presenting the latest developments in medical education as they affect residency programs and clinical hospital practice.

## 2008 RATES FOR HOSPITAL PHYSICIAN®

HOSPITAL PHYSICIAN®—Page Rates B&W:

	1X	6X	12X	24X	36X	48X	72X	96X	120X	144X	180X
<b>Page</b>	\$8500	\$8000	\$7500	\$7000	\$6500	\$6000	\$5900	\$5800	\$5700	\$5600	\$5500
<b>Half Page</b>	\$5950	\$5600	\$5250	\$4900	\$4550	\$4200	\$4130	\$4060	\$3990	\$3920	\$3850

### EDITORIAL

10. Editorial Direction: Practical, clinically oriented, peer-reviewed articles directed at hospital- and office-based physicians, especially residents. Articles are concise and focus on diagnosis and treatment. All articles are peer reviewed by members of the Editorial Board and/or Manuscript Review Board.
11. Regular Editorial Features: Clinical Review Articles, Case Reports, Seminars in Medical Practice, Review of Clinical Signs, Pediatric Rounds, Board Review Self-Assessment Questions, Rx Update, Infectious Diseases Update, Clinical Practice Exams, Code Blue Stories
12. Reprints: available upon request
13. Average Issue Information: ad/edit—50:50; ad placement policy—interspersed; ad format—rotated

### ANNUAL SUBSCRIPTION RATES

US—\$130; Foreign—\$250 US  
Single Issue Price—\$30

### PAGE RATES-COLOR (Additional to earned B&W rates)

Color	Per page or fraction
Standard SWOP Color:	\$ 1100
Matched Color:	1350
Matched Color-Metallic:	1625
Three- or Four-Color:	2400
Five-Color:	3750
Six-Color:	5100
Bleed:	No Charge

### COVERS, PREFERRED POSITIONS, INSERTS

14. Covers (non-cancelable): Cover 2, \$12,000; Cover 3, \$9900; Cover 4, \$13,300; Covers 3&4, \$23,200
15. Preferred Positions: Table of Contents, Infectious Diseases Update, Rx Update, Review of Clinical Signs, First Editorial, Outcomes-Based Practice: 10% premium above earned B&W rate. Consecutive pages or consecutive right hand pages: 10% premium above earned B&W rate.
16. Furnished inserts billed at B&W rate at frequency earned.

### CLASSIFIED RATES

Contact Deb Chavis at (610) 975-4541 ext. 112

17. Line Ads: 50 words or less—\$225; each additional 20 words or less—\$100
18. Small Display Ads: \$225 per column inch (3 1/8" wide x 1" high); 1/4 page—\$1700; 1/2 page—\$3150

### CIRCULATION: Effective January 2008

Specialty	Office-Based Practice	Residents	Full-Time Hospital Staff	Osteopathic Physicians (Includes Staff & Residents)	Residency Program Directors	TOTAL
Cardiovascular Diseases	—	1603	—	—	172	1775
Emergency Medicine	12,141	3558	2830	1885	—	20,414
Endocrinology	1029	422	248	11	122	1832
Family Medicine	5089	7557	3099	3341	465	19,551
Infectious Diseases	1908	580	485	51	—	3024
Internal Medicine	1000	18,621	3422	493	388	23,924
Neurology	625	1071	520	54	—	2270
Psychiatry	2849	3746	3006	259	—	9860
Pulmonary Disease	1613	88	367	113	—	2181
General Surgery	153	3908	63	43	—	4167
Orthopaedic Surgery	—	1091	—	14	—	1105
<b>Total</b>	<b>26,407</b>	<b>42,245</b>	<b>14,040</b>	<b>6,264</b>	<b>1,147</b>	<b>90,103</b>
					<b>Hospitalists*</b>	<b>2,100</b>
				<b>TOTAL QUALIFIED CIRCULATION</b>		<b>92,203</b>

\*Total Hospitalists (2,100 plus 530 included in above specialties) = 2,630