

# ACPHOSPITALIST

## 2009 Advertising Rate Card

### Journal Profile

**Publisher:** American College of Physicians

**Executive Editor:** Janet Colwell

**Editor:** Jennifer Kearney-Strouse

**Established:** 2007

**Frequency:** Monthly

**Audience:** Hospital-Based Internists, Hospital-Based Internal Medicine Subspecialists, Third-year Internal Medicine Residents, Residency Program Directors

**Circulation:** 21,779

*ACP Hospitalist* is the resource hospital-based internists and third-year internal medicine residents read for news and information about the practice of hospital medicine.

*ACP Hospitalist* covers the latest trends in hospital medicine including:

- Advances in health care technology
- Clinical controversies
- Staffing and scheduling innovations
- Salary trends
- Reimbursement news affecting hospitalists
- Patient safety and quality-of-care issues
- Evidence-based medicine
- The latest research news

### Audience Focus

*ACP Hospitalist* is written for hospital-based internists and third-year residents. The number of hospitalists practicing today is growing as more hospitals recognize the benefit of hosting or employing doctors who can give increased attention to individual patients. Hospital medicine is attracting physicians who want to work a defined, predictable schedule with a guaranteed paycheck and who do not want the problems and expenses associated with building a practice. Over 75% of all hospitalists are trained in general internal medicine.



### Advertising Information and Complimentary Copy Requests

To be added to the complimentary copy list for one of our journals, contact:

Kevin A. Bolum  
 Director of Advertising Sales  
 American College of Physicians  
 190 N. Independence Mall West  
 Philadelphia, PA 19106  
 E-mail: kbolum@acponline.org  
 Phone: 215-351-2440  
 Fax: 215-351-2686

### Contents

Editorial Focus .....	2
2009 Incentive Program .....	2
Run-of-Book (ROB) Black and White Ad Rates:	
Full Run .....	3
Color Rates .....	3
Premium Position Charges .....	3
Insert Rates .....	3
Bonus Distribution .....	3
2009 ACP Online Advertising Opportunities .....	3
Reprints .....	3
Advertising Rates and Placement Policies .....	4
Specialty Publishing .....	4
Classified Advertising .....	4
Closing Dates .....	4
Shipping .....	5
Mechanical Specifications .....	5
Production Requirements: Inserts .....	5
Advertising Policy .....	6
<i>Internal Medicine 2009 News and Internal          Medicine 2009 Sponsorship Opportunities</i> .....	7
Contact Information .....	Back Cover

## 1. Editorial Focus



Jennifer Kearney-Strouse has worked in medical publishing for over a decade, most recently for *Annals of Internal Medicine*. She became editor of *ACP Hospitalist* in October 2006 and has overseen its transformation from a career guide to a monthly magazine. *ACP Hospitalist* now is a comprehensive source of news and information for physicians in hospital medicine.

*ACP Hospitalist* keeps hospitalists informed about the latest trends and issues in the field by covering news that directly affects their practice. Departments include:

- Expert Analysis, in which an expert in the field uses a hypothetical case to describe best practices for a disease or condition.
- Success Stories, featuring successful initiatives led by or involving hospitalists.
- Quality Corner, examining performance measurement, quality standards, and pay-for-performance initiatives.
- Your Career, reporting on specialization, practice expansion, and other changes in the field, as well as tips on how to improve career satisfaction.
- Clinical Medicine, bringing hospitalists content they can trust from ACP's extensive knowledge base, including MKSAP, *Annals of Internal Medicine*, and PIER. Includes the "Test Yourself" feature.
- Research News, making it easier for busy physicians to keep current by summarizing recently published studies that are relevant to hospital practice.
- Conference Coverage, keeping hospitalists informed about developments at ACP, the Society of Hospital Medicine, and other professional societies.
- Other important topics, such as Patient Safety and Technology.

## 2. 2009 Advertising Incentive Programs

Stretch your advertising dollars with our incentive programs effective January 1, 2009.

### Corporate Rewards

Based on gross billings in 2008, an advertiser or subsidiary will be eligible for a bonus percentage discount in 2009. Gross billings include combined revenue for *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, reprints, and ads placed in ACP sponsorship publications, such as the *Internal Medicine 2008 Scientific Program* and *Internal Medicine 2008 News*.

### Corporate Rewards Plus

An advertiser who qualified in 2008 for a Corporate Rewards incentive in 2009 is eligible for additional savings through Corporate Rewards Plus. Beginning with the 2009 issue following the issue in which an advertiser's gross advertising and reprint expenditure exceeds its 2008 gross, the advertiser will be afforded the next highest earned savings for all additional 2009 dollars that surpass the 2008 amount.

Gross Billings	Discount %
\$150,001—\$250,000	1.25
\$250,001—\$500,000	1.75
\$500,001—\$750,000	2.50
\$750,001—\$1,000,000	3.00
\$1,000,001—\$1,250,000	4.00
\$1,250,001 and over	5.00

### Buy Ten – Get Two Free

An advertiser who runs advertisements in each issue from January through October will receive a free advertisement in November and December.

- Ads must be for the same product.
- If ads of different sizes are run, the free ads will be calculated on the average of the ten paid advertisements.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency and corporate rewards.
- This program ends with the December 2009 issue.

### Combo Buy

An advertiser who runs the same ad in *ACP Hospitalist* and in either *ACP Internist* or *Annals of Internal Medicine* can deduct \$300 from the gross cost of the *ACP Hospitalist* ad.

- Ads must be for the same product and placed in the same month.
- A full page is the minimum qualifying size.
- This program ends with the December 2009 issue.

### TRI Buy

An advertiser who runs advertisements in both *Annals of Internal Medicine* and *ACP Internist* will have the opportunity of advertising in *ACP Hospitalist* for only \$3,000 per 4-color page.

- A full-size page in *Annals of Internal Medicine* and at least an "A" size page in *ACP Internist* are the minimum qualifying sizes.
- Ads must be for the same product and placed in the same or following month.
- This program ends with the last issue of December 2009.

### 3. Run-of-Book (ROB) Black and White Ad Rates: Full Run

Description	Full Pg.	1/2 Pg.	1/4 Pg.
1x	\$2,555	\$1,915	\$1,275
3x	\$2,530	\$1,910	\$1,270
6x	\$2,515	\$1,895	\$1,250
12x	\$2,485	\$1,860	\$1,245
18x	\$2,475	\$1,855	\$1,240
24x	\$2,465	\$1,850	\$1,235
36x	\$2,425	\$1,830	
48x	\$2,370	\$1,780	
60x	\$2,360	\$1,775	
72x	\$2,330	\$1,745	
96x	\$2,305	\$1,720	
120x	\$2,275	\$1,700	
144x	\$2,255	\$1,670	
168x	\$2,230	\$1,640	
192x	\$2,205	\$1,605	

Rates are effective with the January 2009 issue.

Bleed is available at no extra charge. Please refer to mechanical specifications for page size and bleed information. For rates at higher frequencies, please call the Director of Advertising Sales.

### 4. Color Rates

Second Color	.....\$515
Matched Color	.....\$620
3- or 4-Color	.....\$1,030

### 5. Premium Position Charges

Description	Add to Earned B & W Ad Unit Cost
Cover 2	50%
Center Spread	50%
Cover 4	50%
Any Other Special Requested Position	15%

Rates are effective with the January 2009 issue. Premium Positions are contracted for a 1-year period. Failure to fulfill this contract will result in forfeiture of your right of first refusal for the forthcoming year. All commitment letters for premium positions in 2009 must be received by the Director of Advertising Sales by November 1, 2008.

### 6. Insert Rates

Only one bound-in insert is permitted in each issue and 2 tip-ins can be accepted. The bound-in insert is limited to the center spread and must be 4 pages in size. A quantity of 24,000 inserts is required for a full domestic run.

Size	Total
2-Page Tip-in	.....\$5,665
4-Page	.....\$10,405
8-Page	.....\$20,600

### 7. Bonus Distribution

ACP will be distributing bonus copies of *ACP Hospitalist* to all attendees of Internal Medicine 2009 and at meetings of the 79 ACP Chapters held throughout the year. *ACP Hospitalist* will also be distributed at the 2009 meeting of the Society for Hospital Medicine and at Pri-Med East and South meetings.

### 8. 2009 ACP Online Advertising Opportunities

The American College of Physicians has many opportunities available for banner advertising including:

- Annals.org home page and selected other pages
- ACPonline.org home page and selected other pages
- ACP Internist Weekly eblast
- ACP Internist Weekly eblast Web page
- Annals E-TOC, electronic table of contents for *Annals*, which is emailed twice monthly to subscribers and members.
- ACP Hospitalist Weekly eblast
- ACP Hospitalist Weekly eblast Web page

Contact R.J. Lewis, e-Healthcare Solutions at rlewis@e-healthcaresolutions.com or 609-882-8887, ext. 101, for rates and specifications..

### 9. Reprints

*ACP Hospitalist* reprints are available in print form and for on-line use by contacting Helen Canavan, Reprint Coordinator, at 215-351-2663 (phone), 215-351-2686 (fax), or hcanavan@acponline.org.

## 10. Advertising Rates and Placement Policies

### Agency Commission

15% net 30 days.

### Earned Rate Policy

ACP will continue to calculate earned frequencies based on an individual advertiser's parent company's (and related subsidiaries') total pages placed in all ACP journals.

The total number of full or fractional pages used in any ACP journal within the contract year determines the frequency rate. Advertisers will be billed at the one-time rate unless they send a contract or letter to the Director of Advertising Sales stating the number of pages that will be used in a 12-month period. Subsidiaries and/or parent companies considered as one advertiser are entitled to a combined rate when requested.

Insert rates may be combined with run-of-book rates for calculating frequency discounts.

**All contracts are based on a calendar year (January through December) unless otherwise requested in writing.**

All contracts are based on a calendar year (January through December) unless otherwise requested in writing.

### Payment Policy

Prepayment may be required on or before the closing date for the first 3 advertisements for new clients. Appropriate credit referrals may be requested.

### Short Rates and Rebates

If the number of pages for which ads are contracted are not used within a 12-month period (from contract start date), the advertiser will be short-rated. If advertisers use sufficient additional insertions within the 12-month period, they will earn a lower rate than what has been filled and will receive a rebate. The publisher agrees that there are no hidden rates, rebates, or agreements affecting rates and that rates stated are minimum.

### Ad Placement

Competitive products are separated within the journal, contingent on the requirements of a specific issue. Inserts are placed in the center spread only. Tip-ins are placed at form breaks.

Every attempt is made to rotate the run-of-book (ROB) ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

## 11. Specialty Publishing

We offer a wide variety of specialty publishing opportunities to aid in brand building and product awareness. Please contact the Director of Advertising Sales for more information about advertising and sponsorship opportunities, such as:

- Cover-wrap subscriptions of all journals to residents and non-ACP members.
- Sponsorship of CME and special inserts to *ACP Hospitalist*, *ACP Internist*, and *Annals of Internal Medicine*.
- Internal Medicine 2009 sponsorships.
- Sponsorship of Web-enabled seminars.
- Sponsorship of special initiatives of the College.
- ACP Special Reports.
- ACP Patient Education Programs.

## 12. Classified Advertising

Classified advertising and Physician Products and Services ads are accepted by *ACP Hospitalist* as a service to its readers. For more information, please contact Margaret Gardner at 215-351-2768, Maria Fitzgerald at 215-351-2667, or Ryan Magee at 215-351-2557 or visit our Web site at [www.acponline.org/careers](http://www.acponline.org/careers).

## 13. Closing Dates

### Publication and Closing Dates

*ACP Hospitalist* is published on the fifteenth day of the month.

Publication Date	Insertion Order Date	Ad Materials Due to ACP Advertising Production Coordinator	Inserts Supplied to George H. Buchanan Printing
Jan. 15	Dec. 10	Dec. 16	Dec. 18
Feb. 15	Jan. 12	Jan. 16	Jan. 20
Mar. 15	Feb. 12	Feb. 18	Feb. 20
Apr. 15	Mar. 12	Mar. 18	Mar. 20
May 15	Apr. 9	Apr. 15	Apr. 17
Jun. 15	May 12	May 18	May 20
Jul. 15	Jun. 12	Jun. 18	Jun. 21
Aug. 15	Jul. 10	Jul. 16	Jul. 21
Sep. 15	Aug. 12	Aug. 18	Aug. 20
Oct. 15	Sept. 14	Sept. 18	Sept. 22
Nov. 15	Oct. 14	Oct. 20	Oct. 22
Dec. 15	Nov. 11	Nov. 17	Nov. 20

## 14. Shipping

Contracts, Insertion Orders, Electronic Files, and Ad Copy to Be Sent by Advertiser

Supply electronic files, contracts, insertion orders, ad copy, original art, together with complete mechanical and written instructions, including name of publication and date of insertion, to:

John Carney, Advertising Production Coordinator  
ACP  
190 N. Independence Mall West  
Philadelphia, PA 19106-1572  
800-523-1546, ext. 2419

### Shipping

Ship inserts and instructions to:

*ACP Hospitalist*  
George H. Buchanan  
2 Mallard Court  
Bridgeport, NJ 08014  
Attn: Ken Donaberger  
800-700-5914

The following information **MUST** appear on the outside of each carton:

- *ACP Hospitalist*
- Advertiser and product name
- Issue date for insertion
- Insert size and quantity in each carton

## 15. Mechanical Specifications

### Mechanical Preparation Guide

**ACP Hospitalist uses sheet fed offset reproduction.**

Trim Size: 8-1/4" x 10 13/16"

Binding: Saddle Stitched

Paper Stock: 100 lb. Gloss Plus Text

Inside Pages: 70 lb. Matte Plus Text

Ad Unit Size	Nonbleed Width x Depth	With Bleed Width x Depth
Full Page	7" x 10"	8 5/8" x 11 1/4"
Full Page (trim)	—	8 1/4" x 10 13/16"
1/2 Page Horizontal	7" x 4 7/8"	8 5/8" x 5 1/16"
1/2 Page Horiz. (trim)	—	8 1/4" x 4 7/8"
1/2 Page Vertical	3 7/16" x 10"	3 5/8" x 11 1/4"
1/2 Page Vert. (trim)	—	3 7/16" x 10 13/16"
1/4 Page (trim)	3 7/16" x 4 7/8"	

## 16. Production Requirements: Inserts

### Production Requirement:

- Multiple-page inserts:  
MUST be furnished folded.

### Sizes:

2-page tip-ins (single leaf)

4-page (two leaf)

Folded Untrimmed:

Low Folio, 8 3/8" x 11 1/4"

High Folio, 8 11/16" x 11 1/4"

### Trim Allowance:

- 1/8" head, 5/16" foot.
- 1/8" front.
- When perforation is required in an insert, 1/2" should be allowed along the gutter edge so that the insert may be removed freely from the journal. All inserts jog to the head.
- 5/16" binding lap.

### Stock Weights Acceptable:

- 70 lb or less (25 x 28 basis).
- Thickness not to exceed 0.004".

### Miscellaneous:

- Sample or dummy must be submitted to Director of Advertising Sales for approval no less than 30 days before issue date.
- A quantity of 24,000 inserts are required for each issue for domestic run only. Quantity should be verified with the Advertising Production Coordinator for each issue. Publisher does not assume responsibility for shortages of insert shipment.
- Only 1 bound-in insert and 2 tip-ins can be accepted in each issue. The bound-in insert is limited to the center spread and must be 4 pages in size.
- Insert rates may be combined with run-of-book rates for frequency discounts.
- There is no charge for insert tip-in or handling.

## 17. Advertising Policy

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### Acceptable Advertising for Products and Services

Advertising will be accepted for products or services directly relevant to the practice of medicine, including:

- Products approved by the FDA for prescription or application by physicians and announcement advertising for pending products that comply with FDA guidelines.
- Drugs approved by the FDA for non-prescription (OTC) sales.
- Nutritional products, if the ad relates the product to medical care and the promotion of good health.
- Equipment directly applicable to medical practice, such as diagnostic devices; devices with scientifically established efficacy; and equipment, hardware, and software for practice or business management.
- Books, journals, and products related to the acquisition of medical information.
- Medical services and physician-support services.
- Medical positions offered and sought.
- Any ACP-approved product, program, or service.

### Acceptable Advertising for Institutions and Classifieds

- Advertising will be accepted as a service and must be relevant to the practice of medicine or services directed to physicians, such as public service messages or positions with equal opportunity employers.

### Acceptable Advertising for Institutions and Classifieds

- Advertising will be accepted as a service and must be relevant to the practice of medicine or services directed to physicians, such as public service messages or positions with equal opportunity employers.

### General Guidelines

- Ads will be accepted for products or services not in any of the previous categories but closely related to the practice of medicine, provided they meet all other requirements.
- ACP does not assume responsibility concerning advertisers or their positions, practices, services, or products, nor does the publication of advertisements constitute or imply endorsement.
- ACP is not liable for failure to print, publish, or circulate any accepted ad. ACP will try to place such ads in subsequent issues of *ACP Hospitalist*.
- ACP reserves the right to hold the advertiser and/or its ad agency jointly and separately liable for money due and payable to the publisher.
- ACP reserves the right to change its advertising policies at any time.
- For products not previously advertised in *ACP Hospitalist* and for products previously advertised but being submitted with new copy or layout, the following must be submitted to the Advertising Production Coordinator at least 2 weeks before closing date:
  - 2 copies of the proposed ad
  - 2 copies of the FDA-approved package insert for pharmaceuticals and biologicals
- Ads containing claims for superiority must be supported by evidence available to ACP and to readers of *ACP Hospitalist* upon request.
- For ads containing citations, the following parameters apply:
  1. Reference material should be published or in press.
  2. Cited material may not reference articles “submitted for publication” or “data on file.” To be accepted, citations must reference the title of the article, publication, and date or include URL address where the citation may be found.

### **Unacceptable Advertising**

- Ads for products and services not directly relevant to the practice of medicine.
- Ads for tobacco products.
- Ads not in accord with the ethical principles of the *ACP Ethics Manual* and College policy.
- Ads that convey ethnic, religious, gender, or age bias or prejudice.
- Ads that resemble editorial material, content, or format.
- Ads for drugs and diagnostic tests that are not FDA-approved for general use.
- Ads that represent or imply single sponsorship of editorial content.
- Ads containing exaggerated or extravagantly worded copy.

### **Rights Reserved by ACP**

- To seek the opinions of consultants in determining the eligibility of products and suitability of claims. ACP expects the medical department of a company to approve both product and ad copy before submission.
- To require submission of scientific documentation supporting the medical use of any product represented by a submitted ad.
- To reject any ad or classified notice.
- To make the final decision regarding the acceptability of all products, ad copy, and services to be advertised or exhibited.
- To change these standards in light of developments in medicine and industry.
- To request a change in position for an ad if the ad will be adjacent to related editorial material.

## **18. *Internal Medicine 2009 News* and *Internal Medicine 2009 Sponsorship Opportunities***

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Each year, the ACP holds its national medical conference in a major city in the United States. This year, *Internal Medicine 2009* will be held in Philadelphia, PA, from April 23-25, 2009. With more than 260 scientific sessions, it's no wonder why, year after year, this event attracts thousands of practicing physicians, 75% of whom are directly involved in primary patient care. Advertise in the *Internal Medicine 2009*'s official publication, *Internal Medicine 2009 News*, and ensure that your ad is among those seen by this year's attendees and leadership of the College. Information about advertising in *Internal Medicine 2009 News* is available in the *Internal Medicine 2009 News Rate Card* or by contacting the Director of Advertising Sales.

Many sponsorship opportunities are available at *Internal Medicine 2009*. Sponsoring one of these ACP events guarantees that your company and your support of our meeting are recognized, and that your message is among those noticed by attendees. Be sure to check ACP's Web site [www.acponline.org/sponsorships](http://www.acponline.org/sponsorships) or call the Director of Advertising Sales for details about these and other sponsorships:

- *Internal Medicine 2009* Print Promotions
- *Internal Medicine 2009* handouts and session CD-ROM
- ACP Doctor's Dilemma™ Competition
- Medical Students' Abstract Award Luncheon
- African-American Leaders in Medicine Reception
- Medical Student Mentorship Breakfast
- Medical Students' and Associates' Poster and Lounge Area
- Attendee Lunches
- Internet Café
- Clinical Skills Center
- Internists as Artists
- FACP/MACP Lounge
- Speaker Ready Room
- Information Center
- Normal Lab Value Card
- Shuttle Buses

Contact	Phone	E-Mail	Fax
<b>Advertising and Sales</b> Kevin A. Bolum <i>Director of Advertising Sales</i>	215-351-2440	kbolum@acponline.org	215-351-2686
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Kenneth D. Watkins, III National Account Executive <i>Watkins Representation Group</i>	973-785-4839	kwatkins@watkinsrepgroup.com	973-785-8884
<b>Advertising Operations</b> Brian Barker <i>Advertising Operations Manager</i>	215-351-2662	bbarker@acponline.org	215-351-2686
<b>Production and Billing</b> Penny Quartapella <i>Advertising Billing Coordinator</i>	215-351-2664	pquartapella@acponline.org	215-351-2686
John Carney <i>Advertising Production Coordinator</i>	215-351-2419	jcarney@acponline.org	215-351-2686
<b>Classified Display Sales</b> Margaret Gardner <i>Advertising Account Executive</i>	215-351-2768	mgardner@acponline.org	215-351-2685
Maria Fitzgerald <i>Advertising Account Executive</i>	215-351-2667	mfitzgerald@acponline.org	215-351-2738
Ryan Magee <i>Advertising Account Executive</i>	215-351-2557	rmagee@acponline.org	215-351-2641
<b>Reprint Sales</b> Helen Canavan <i>Reprint Coordinator</i>	215-351-2663	hcanavan@acponline.org	215-351-2686
<b>Internal Medicine 2009</b> Christina Rayzis <i>Exhibit Manager</i> Exhibit Space and Symposia	215-351-2544	crayzis@acponline.org	215-351-2528
Kevin A. Bolum <i>Director of Advertising Sales</i> Internal Medicine 2009 Sponsorships	215-351-2440	kbolum@acponline.org	215-351-2686

# ACP<sup>SM</sup>

AMERICAN COLLEGE OF PHYSICIANS  
INTERNAL MEDICINE | *Doctors for Adults*

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