

# Clinician Reviews®

## 2009 Advertising Rates and Specifications

www.clinicianreviews.com

### STAFF



#### Advertising Sales Office:

7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
Phone: (973) 206-3434  
Fax: (973) 206-9378  
www.clinicianreviews.com

#### Sales/Publishing Staff:

**Group Publisher:** Brian K. Blitz, PA-C  
(973) 206-8984 Fax: (973) 206-9378 brian.blitz@qhc.com

**Senior Vice President/Publisher:** Kenneth D. Watkins  
(973) 206-2322 Fax: (973) 206-9378 ken.watkins@qhc.com

**Group Editorial Director:** Martin DiCarantonio  
(973) 206-8091 Fax: (973) 206-9251 martin.dicarantonio@qhc.com

**Corporate Circulation Director:** Donna Sickles  
(973) 206-8005 Fax: (973) 206-9256 donna.sickles@qhc.com

**Director, Marketing Research:** Lori Raskin  
(973) 206-8013 Fax: (973) 206-9256 lori.raskin@qhc.com

**Marketing & Promotion Manager:** Wendy Kaletcher  
(973) 206-8964 Fax: (973) 206-9256 wendy.kaletcher@qhc.com

**Production Manager:** Jaime Serra  
(973) 206-8011 Fax: (973) 206-9256 jaime.serra@qhc.com

**Contracts/Insertion Orders,  
Media Rates and Billing:** Kathleen Corbett  
(973) 206-8022 Fax: (973) 206-9378 kathy.corbett@qhc.com

**Classified Advertising Representatives:  
Valley Forge Publishing**  
(866) 312-8805 Fax: (610) 854-3780

**Executive Staff:**  
**President/CEO:** Stephen Stoneburn  
**Senior Vice President:** Amy L. Clarke



### RATES

#### 1. Effective Date and Discounts:

- Effective rate date:** January 2009
- Agency commission:** Fifteen percent of gross billing on space, color, cover, and preferred charges. Withdrawn on accounts not paid within 30 days of invoice date. No cash discount. A finance charge of 1.5% per month will be applied to all past due invoices.
- Rate subject to change with 90 days' notice:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

#### 2. Earned Rates:

- Full run:** Earned rates are based on frequency of advertising insertions from individual corporate entities within the 12-month period beginning January 2009 and ending December 2009. The earned rate is determined by the number of insertions. A full page and fractional pages count as single insertions. Each page charged for an insert counts as one insertion. Each demographic or regional page counts as an insertion toward full-run earned rate.
- Demographic rates:** Available on a limited basis.  
Page rate x% of circulation (minimum 50%)  
+ \$1,000 Production/mechanical charge (commissionable)  
Total Rate
- Incentive Programs:**

**Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2009. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split runs pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved.

**Clinician Reviews® Continuity Program:** Advertise the same product in 6 issues of *Clinician Reviews®* and take 8% off each of the six insertions. Advertise the same product in 12 issues of *Clinician Reviews®* and take 16% off all twelve insertions. Continuity programs apply to calendar year January 2009 through December 2009.

**Clinician Reviews®/Convenient Care™ Combination Buy**  
Advertise the same product in the same month in both issues and receive a discounted rate on *Convenient Care™* for black & white and color charges (\$1,995 per page).

#### Corporate Discount:

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2009. Full year 2008 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2009. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2008 NET SPENDING	EARNED 2009 DISCOUNT
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

## RATES *Continued*

### CLINICIAN REVIEWS® 2009 BLACK AND WHITE RATES

Frequency	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X
King size page	\$7,985	\$7,925	\$7,685	\$7,480	\$7,320	\$6,970	\$6,900	\$6,815	\$6,775	\$6,510	\$6,320
King 3/4 page	\$7,075	\$7,025	\$6,815	\$6,635	\$6,490	\$6,180	\$6,125	\$6,040	\$6,010	\$5,775	\$5,605
King 1/2 page	\$5,110	\$5,075	\$4,920	\$4,785	\$4,685	\$4,460	\$4,420	\$4,360	\$4,335	\$4,165	\$4,045
Jr page	\$5,320	\$5,285	\$5,125	\$4,985	\$4,880	\$4,645	\$4,605	\$4,540	\$4,520	\$4,340	\$4,215
Jr 2/3 page	\$4,095	\$4,070	\$3,945	\$3,840	\$3,760	\$3,580	\$3,545	\$3,495	\$3,480	\$3,340	\$3,245
Jr 1/2 page	\$3,725	\$3,700	\$3,585	\$3,490	\$3,415	\$3,255	\$3,225	\$3,185	\$3,160	\$3,040	\$2,945
Jr 1/3 page	\$2,925	\$2,905	\$2,815	\$2,745	\$2,685	\$2,555	\$2,530	\$2,500	\$2,485	\$2,385	\$2,320

### CLINICIAN REVIEWS® 2009 INSERT RATES

Frequency	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X
2 page insert	\$18,375	\$18,265	\$17,795	\$17,395	\$17,085	\$16,405	\$16,275	\$16,105	\$16,035	\$15,515	\$15,145
4 page insert	\$33,875	\$33,655	\$32,715	\$31,915	\$31,295	\$29,935	\$29,675	\$29,335	\$29,195	\$28,155	\$27,415
6 page insert	\$49,375	\$49,045	\$47,635	\$46,435	\$45,505	\$43,465	\$43,075	\$42,565	\$42,355	\$40,795	\$39,685
8 page insert	\$64,875	\$64,435	\$62,555	\$60,955	\$59,715	\$56,995	\$56,475	\$55,795	\$55,515	\$53,435	\$51,955
10 page insert	\$80,375	\$79,825	\$77,475	\$75,475	\$73,925	\$70,525	\$69,875	\$69,025	\$68,675	\$66,075	\$64,225
2 page island insert	\$13,205	\$13,135	\$12,825	\$12,555	\$12,355	\$11,895	\$11,815	\$11,695	\$11,655	\$11,305	\$11,055
4 page island insert	\$23,535	\$23,395	\$22,775	\$22,235	\$21,835	\$20,915	\$20,755	\$20,515	\$20,435	\$19,735	\$19,235
6 page island insert	\$33,865	\$33,655	\$32,725	\$31,915	\$31,315	\$29,935	\$29,695	\$29,335	\$29,215	\$28,165	\$27,415
8 page island insert	\$44,195	\$43,915	\$42,675	\$41,595	\$40,795	\$38,955	\$38,635	\$38,155	\$37,995	\$36,595	\$35,595
10 page island insert	\$54,525	\$54,175	\$52,625	\$51,275	\$50,275	\$47,975	\$47,575	\$46,975	\$46,775	\$45,025	\$43,775

### CLINICIAN REVIEWS® 2009 KING CONVERSION RATES

Frequency	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X
4 King pages	\$28,118	\$27,938	\$27,218	\$26,603	\$26,123	\$25,073	\$24,863	\$24,608	\$24,488	\$23,693	\$23,123
6 King pages	\$42,870	\$42,600	\$41,520	\$40,598	\$39,878	\$38,303	\$37,988	\$37,605	\$37,425	\$36,233	\$35,378
8 King pages	\$57,623	\$57,263	\$55,823	\$54,593	\$53,633	\$51,533	\$51,113	\$50,603	\$50,363	\$48,773	\$47,633
10 King pages	\$72,375	\$71,925	\$70,125	\$68,588	\$67,388	\$64,763	\$64,238	\$63,600	\$63,300	\$61,313	\$59,888

#### Order of Discount Calculations as Applicable:

1. Corporate frequency combination
2. Journal specific discount programs
3. Journal discount
4. Agency discount

#### Quadrant Prepayment Plan:

Quadrant HealthCom Inc. offers an optional prepayment program.

Contact: Amy L. Clarke

Senior Vice President

(973) 206-8950 for additional details.

#### 3. Color:

In addition to earned B&W rates, color rates are per page and apply to full or partial pages.

4 color process	\$1,850
2 color standard	\$665
2 color matched	\$980
Metallic	\$1,200
4 color process & metallic	\$3,050
5 color process	\$2,830

**4. Bleed:** No charge

**5. Covers and Positions:**

Cover 4 (King size only):  
50% above earned B/W rate on one page only, plus color  
Cover 2 (King size only):  
25% above earned B/W rate on one page only, plus color  
Opposite "Clinical Pearls" feature:  
10% above earned B/W rate on one page only, plus color

**6. Classified Rates:**

**Valley Forge Publishing Group:**  
2570 Boulevard of the Generals  
Suite 220  
Norristown, PA 19403  
(866) 312-8805 or (610) 854-3770  
Fax: (610) 854-3780  
National Account Executives:  
Tim LaPella, ext 138  
Drew Endy, ext. 109

**INSERT INFORMATION**

**7. Availability:**

2- to 10-page inserts. Larger units, gatefolds, die-cuts also available, upon publisher approval.

**8. Business Reply Cards:** BRCs are available on a limited basis.

The BRC will count toward the advertiser's frequency rate. BRCs must be accompanied by a minimum of a Jr page ad. Charge: \$6,115.

**9. Sizes and Specifications:**

(inserts more than 2 pages must be supplied folded)

For Tabloid inserts: 11" x 13-3/4"  
Trimming: 1/8" off head, foot, and face  
For Junior inserts: 7-3/4" x 10-1/2"  
Trimming: 1/8" off foot

Type of Binding: Perfect bound, inserts jog to foot.  
Stock: 70# minimum, 80# maximum, although heavier stock may be accepted upon publisher review.  
Quantity: 131,250 inserts per issue (includes spoilage).  
Insert Deadline: Please see chart below.  
Shipping: *Clinician Reviews*® (issue date and quantity)  
c/o RR Donnelley & Sons, Inc  
1600 North Main Street  
Pontiac, IL 61764  
Attn: Kim Rigsby  
Phone: (815) 844-1382  
Fax: (815) 844-1326

**ISSUANCE AND CLOSING**

**10. Frequency: Monthly**

ISSUE MONTH	CLOSING	MATERIALS DUE	INSERT DUE	MAIL DATE	ISSUE MONTH	CLOSING	MATERIALS DUE	INSERT DUE	MAIL DATE
January	12/5	12/15	12/29	1/9	July	6/5	6/12	6/25	7/9
February	1/5	1/15	1/26	2/13	August	7/6	7/16	7/31	8/11
March	2/5	2/17	2/23	3/10	September	8/6	8/14	8/27	9/10
April	3/5	3/13	3/26	4/9	October	9/4	9/15	9/25	10/8
May	4/3	4/15	4/24	5/8	November	10/2	10/15	10/30	11/10
June	5/7	5/15	5/26	6/9	December	11/5	11/13	11/25	12/10

**EDITORIAL**

**11. Special/Bonus Distribution Issues:**

May issue presented at the American Academy of Physician Assistants Conference, San Diego, California May 23–28, 2009.  
June issue presented at the American Academy of Nurse Practitioners Conference, Nashville, Tennessee, June 17–21, 2009.

**12. General Editorial Direction:**

*Clinician Reviews*® is a monthly, peer-reviewed tabloid dedicated to keeping the ever-growing nurse practitioner and physician assistant professions up-to-date on the latest advances in medicine and health care news. The clinical content covers a broad range of primary care and women's health topics. Each issue contains accredited CE activity, clinical pearls, summaries of major studies published in the leading

medical literature, clinical quizzes, medical alerts and updates, new products, and case presentations. Nonclinical content offers topics such as medical malpractice, professional news, health care legislation, and practice management.

**13. Origin of Editorial Content:**

- a. Staff Written:** 35%
- b. Solicited:** 35%
- c. Unsolicited:** 10%
- d. Articles or abstracts from meetings or other publications:** 20%
- e. Peer review:** Clinical articles are reviewed by PAs and NPs with expertise in the specialty. Rejection rate of unsolicited articles is approximately 50%.

## CIRCULATION

### PROFESSIONAL CLASSIFICATION

Nurse Practitioners	84,595
Physician Assistants	40,617
<b>Total Qualified</b>	<b>125,212</b>

#### 14. Description of Circulation Parameters:

*Clinician Reviews®* serves nurse practitioners and physician assistants in family medicine, adult medicine, primary care, internal medicine, women's health, OB/GYN, geriatrics, psychiatry, and other medical specialties.

#### 15. Demographic Selection Criteria:

- Age: N/A
- Prescribing: Not applicable
- Circulation distribution: 100% controlled
- Paid information: Total paid: 96
- For Subscription Rates, contact (800) 480-4851

#### 16. Circulation Verification:

- Audit:  BPA

#### 17. Coverage:

- Have any specialties been combined in the grid above? N/A
- Date and source of breakdown: June 2008 BPA Statement

## GENERAL INFORMATION

**18. Requirements for Advertising Acceptance:** Professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the medical profession and subject to Publisher approval. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our rate card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.

**19. New Product Releases:** Available, please submit to Editor.

**20. Editorial Research:** Ongoing research includes surveys, interviews at conferences, Editorial Advisory Board research, and Reader Advisory Panel.

#### 21. Ad Format Placement Policy:

##### a. Format:

- Between articles? Yes

- Welled? No
- Stacked? No
- Within articles? Yes
- Are ads rotated? Yes

#### 22. Ad/Edit Ratio Information:

Advertising to Edit Ratio: 55/45

#### 23. Services:

- Reprints, clinical supplements, clinical newsletters, gatefolds, patient education materials and multimedia programs are available at [www.clinicianreviews.com](http://www.clinicianreviews.com).
- Bonus distribution:** May (AAPA Conference) and June (AANP Conference).

## MECHANICAL SPECIFICATIONS

#### 24. Ad Sizes and Bleed Sizes:

- Publication Trim Size:** 10-7/8" x 13-1/2"
- Hold Live Matter:** 5/8" from all trim-size edges

Ad Sizes	Width	Depth
King page	10-1/4" x	12-3/4"
King spread	21" x	12-3/4"
King 3/4 page	7" x	12-3/4"
King 3/4 page spread	15-1/8" x	9-7/8"
King 1/2 page	5" x	12-3/4"
Jr page (A-size)	7" x	9-3/4"
Jr page spread	15" x	9-3/4"
Jr 2/3 page	4-7/8" x	9-3/4"
Jr 1/2 page	3-1/2" x	9-3/4"
Jr 1/3 page	2-3/8" x	9-3/4"

Bleed Sizes	Width	Depth
King page	11-1/8" x	13-3/4"
King spread	22" x	13-3/4"
King 3/4 page spread	15-3/4" x	10-1/2"
Jr A-size page	8" x	10-1/2"
Jr A-size spread	15-3/4" x	10-1/2"

#### 25. Paper Stock:

- Inside Pages:** 36# coated stock
- Cover:** 60# coated stock

**26. Type of Binding:** Perfect bound

#### 27. Reproduction Requirements:

- Follow Specifications for Web Offset Publications (SWOP) guidelines
- 133-line screen recommended
- Maximum density 280%. Body and cover printed heat-set web offset.

#### 28. Accepted Materials:

**Electronic Files:** PDFx1a and PDF.  
Digital contract color proof required.

#### 29. Materials Policy:

Materials, including inserts, film and electronic files, will be held for 1 year from date of last insertion and then destroyed.

Send production materials to

*Clinician Reviews®*  
Quadrant HealthCom Inc.  
7 Century Drive, Suite 302, Parsippany, NJ 07054-4609  
Attn: Jaime Serra, (973) 206-8011, Fax: (973) 206-9535