

STAFF



Advertising Sales Office

7 Century Drive, Suite 302
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Sales/Publishing Staff

Group Publisher: Susan M. Levey
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Group Editorial Director: Martin DiCarantonio
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martin.dicarantonio@qhc.com

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mike.wendt@qhc.com

Corporate Circulation Director: Donna Sickles
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donna.sickles@qhc.com

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Reprint Inquiries:
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Contracts/Insertion Orders, Media Rates and Billing

Kathleen Corbett
(973) 206-8022 Fax: (973) 206-9378
kathy.corbett@qhc.com

Classified Advertising

Valley Forge Publishing Group
(866) 312-8805 Fax: (610) 854-3780

Executive Staff

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



RATES

Black and White Rates

	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
Full page	\$3,465	\$3,330	\$3,180	\$3,115	\$3,010	\$2,985	\$2,875	\$2,775	\$2,705	\$2,635	\$2,570
2/3 page	\$2,700	\$2,595	\$2,485	\$2,480	\$2,445	\$2,390	\$2,315	\$2,235	\$2,175	\$2,120	\$2,070
1/2 page	\$2,295	\$2,205	\$2,115	\$2,110	\$2,075	\$2,035	\$1,960	\$1,900	\$1,845	\$1,805	\$1,765
1/3 page	\$1,715	\$1,650	\$1,580	\$1,575	\$1,550	\$1,525	\$1,465	\$1,420	\$1,385	\$1,350	\$1,315

Insert Rates

	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
2 page	\$8,020	\$7,695	\$7,375	\$7,360	\$7,255	\$7,110	\$7,000	\$6,905	\$6,835	\$6,770	\$6,705
4 page	\$15,685	\$15,055	\$14,425	\$14,395	\$14,290	\$13,900	\$13,790	\$13,690	\$13,625	\$13,560	\$13,495
6 page	\$23,690	\$22,740	\$21,795	\$21,740	\$21,635	\$20,990	\$20,890	\$20,785	\$20,720	\$20,655	\$20,585
8 page	\$31,345	\$30,100	\$28,845	\$28,780	\$28,680	\$27,790	\$27,685	\$27,585	\$27,520	\$27,450	\$27,385
10 page	\$39,705	\$38,120	\$36,535	\$36,450	\$36,355	\$35,195	\$35,095	\$34,990	\$34,930	\$34,860	\$34,795

Color charges

2-color process	\$730
2-color matched	\$985
Metallic	\$1,025
3- and 4-color process	\$1,825
5-color (4-color + 1 match)	\$2,810
4-color + metallic	\$2,850

Position charges

Cover 2	B&W earned rate plus 25% plus premium and color charges
Cover 4	B&W earned rate plus 50% premium and color charges
Cover 3	Sold in combination with fourth cover only; no premium charges
Page opposite TOC	B&W earned rate plus 10% premium and color charges
Page facing "Diagnosis at a Glance"	B&W earned rate plus 10% premium and color charges

RATES *continued***1. Effective Date and Discounts**

- a. Effective rate date:** January 2009
- b. Agency Commission:** 15% of gross billings on space, color, cover, and preferred position charges. Finance charge of 1.5% per month will be applied to all invoices over 60 days.
- c. Rates subject to change with 90 days' notice:** Contracts accepted with 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 and Incentive Programs

- a. Full Runs:** 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.
- b. 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 full page ad. **Charge: \$3,465.**

3. Incentive Programs

- a. 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-run pages count as full pages toward frequency. Short rates apply if corporate frequency is not achieved.
- b. Continuity Program: Buy 5 Get 1:** Advertise the same product in 5 issues of EMERGENCY MEDICINE® and receive the 6th insertion (of equal or lesser size) free*. Advertise the same product in 10 issues of EMERGENCY MEDICINE® and receive the 11th and 12th insertions (of equal or lesser size) free. Continuity programs apply to January 2009 to December 2009.
- c. New Launch Discount:** Advertise a new product, new indication, or new formulation in 4 consecutive issues, and earn a FREE double hit in

* Advertisers must supply materials for free insertions. Free pages count toward frequency.

the 4th issue of the same (averaged) size unit. For advertisers launching after September, this program can be carried over to the following calendar year.

c. Double Hit Program:

Advertise the same product twice in the same issue and earn 20% discount on space and color charges for the second same (smaller) size unit (not premiums).

e. 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 spending (combined ad space and non-CME projects, including Internet, minus all discounts) with Quadrant will establish the minimum discount levels for all advertising purchased in 2009. Discounts will be applied only to advertising purchased in Quadrant professional publications. 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%

Order of discount calculations as applicable:

1. Corporate frequency combination
2. Continuity program
3. Corporate discount
4. Agency discount

Quadrant Prepayment Plan:

QHI offers an optional prepayment program. Contact Amy Clarke, Senior Vice President, at 973-206-8950 or amy.clarke@qhc.com for additional details.

4. Bleed: No charge**5. Classified Rates****Valley Forge Publishing**

Tim LaPella
(866) 312-8805 ext. 138; Fax: (610) 854-3780

Drew Endy
(866) 312-8805 ext. 109; Fax: (610) 854-3780

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

INSERT INFORMATION

- 6. Availability:** 2- to 12-page inserts are available. Larger units must be approved by the publisher. Demographic and/or geographic inserts are available on a limited, priority basis.

- 7. Sizes and Specifications:** All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding.

Maximum paper stock: 80 lb. offset. Maximum micrometer reading: .004".

8. Trimming

Ship folded: 8 1/8" x 11".

Trims: 1/8" head, 1/8" foot, 1/8" gutter and face. Book is jogged to head.

Keep live matter 3/8" from trim edges.

Final trim is 7 7/8" x 10 3/4".

INSERT INFORMATION *continued*

- 9. **Quantity:** 38,000 inserts per issue (includes spoilage)
- 10. **Shipping:** Carton packing preferred, marked with title of journal, month of issue, advertiser, product name, and insert quantity.

Ship to:
 EMERGENCY MEDICINE®
 RR Donnelley & Sons, Inc.
 1600 North Main St.
 Pontiac, IL 61764
 Attn: Steve Sullivan
 (815) 844-1831; Fax (815) 844-1326
 steven.m.sullivan@rrd.com

ISSUANCE AND CLOSING

Issue Month	Closing Date	Materials Due	Inserts Due	Mail Date	Issue Month	Closing Date	Materials Due	Inserts Due	Mail Date
January	12/12	12/19	12/24	1/15	July	6/12	6/19	6/25	7/15
February	1/12	1/16	1/26	2/17	August	7/10	7/17	7/27	8/15
March	2/12	2/19	2/25	3/16	September	8/11	8/18	8/25	9/15
April	3/12	3/19	3/25	4/15	October*	9/11	9/18	9/25	10/15
May	4/10	4/17	4/27	5/15	November	10/9	10/16	10/26	11/16
June	5/11	5/18	5/26	6/15	December	11/12	11/19	11/25	12/15

* Bonus distribution at the American College of Emergency Physicians and American Academy of Family Physicians' Emergency and Urgent Care meetings.

- 11. **First Issue:** February 1969
- 12. **Frequency:** Monthly
- 13. **Issue Date:** 1st of each month
- 14. **Mailing Date and Class:** 15th of each month, periodicals class

EDITORIAL

- 15. **Bonus Distribution**
 ACEP and AAFP's emergency and urgent care meetings
- 16. **General Editorial Direction**
 EMERGENCY MEDICINE® is a monthly specialty journal with a unique focus on common emergent and urgent conditions seen by emergency physicians and physicians practicing in urgent care settings. The only peer-reviewed practice journal in the field, EMERGENCY MEDICINE® covers the entire spectrum of conditions that may be encountered in the emergency department, such as abdominal and chest pain, bone fractures, trauma, infections, fever, neurologic conditions, and dermatologic disorders. Its clear, how-to style guides the reader through the diagnostic process, treatment, and follow-up of each patient presentation and is geared toward practical information the physician can immediately apply to heal a patient or save a life.
- 17. **Average Issue Information**
 - a. **Average number of feature articles per issue:** 5
 - b. **Average article length:** 5 pages
 - c. **Editorial departments:**
 Diagnosis at a Glance, Emergency X-Ray, Errors in Emergency Practice, Emergency Ultrasound, ECG Challenge, The Toxic Emergency, Tricks of the Trade®, Would You Miss This Diagnosis?
- 18. **Origin of Editorial Content**
 - a. **Staff-written:** Less than 1%
 - b. **Solicited:** More than 95%
 - c. **Unsolicited:** Less than 5%
 - d. **Peer review:** Articles are reviewed by editorial board members and other experts in various fields.

CIRCULATION

- 19. **Description of Circulation Parameters**
 EMERGENCY MEDICINE® circulates to office-based and hospital-based medical and osteopathic physicians in emergency medicine, pediatric emergency medicine (including residents), and the growing market of urgent care physicians.
- 20. **Demographic Selection Criteria**
 - a. **Age:** Not applicable
 - b. **Prescribing:** Not applicable
 - c. **Circulation distribution:** 95% controlled, 5% paid
 - d. **Paid information:** Total paid: 1,166
 - e. **For subscription rates, contact 800-480-4851**

CIRCULATION *continued*

21. Circulation Verification

a. **Audit:** BPA® (Since 1969)



22. Coverage

Anticipated circulation 2009

CIRCULATION BREAKDOWN	
Professional Classification	Total
Emergency Medicine	26,000
Pediatric Emergency Medicine	200
Urgent Care Medicine	7,800
Grand Total	34,000

GENERAL INFORMATION

23. Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Advertisers of nonprofessional products and services 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, with respect to the contents of the advertisement, indemnify and hold the publisher harmless against any expense arising from claims or actions against the publisher because of the publication of the contents of the advertisement.

24. New Product Releases: Available; please submit to editor.

25. Editorial Research: Editorial surveys are conducted on a regular basis to ensure that EMERGENCY MEDICINE®'s editorial content is of the highest quality and vital to the needs of its physician audience.

26. Ad Format and Placement Policy

a. Format

- 1. Between articles? Yes
- 2. Welled? No
- 3. Stacked? No
- 4. Within articles? Yes
- 5. Are ads rotated? Yes

27. Ad/Edit Ratio Information

Advertising to editorial ratio: 55/45

28. Services

a. Availability of mailing list: Not available

b. Other:

Editorial reprints

Special Supplements can be provided if editorial matter is approved by EMERGENCY MEDICINE®'s editorial board.

MECHANICAL SPECIFICATIONS

29. Ad Sizes and Bleed Sizes

- a. Hold live matter 3/8" from all sides.
- b. Trim size of journal is 7 7/8" x 10 3/4".

30. Paper Stock

- a. **Inside pages:** 45 lb. coated stock
- b. **Covers:** 70 lb. coated stock

31. Type of Binding: Perfect bound

32. Reproduction Requirements

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

33. Accepted Materials

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

34. Materials Policy

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

Send reproduction material to:

EMERGENCY MEDICINE®
 Quadrant HealthCom Inc.
 7 Century Drive
 Suite 302
 Parsippany, NJ 07054-4609
 Attn: Michael Wendt
 (973) 206-8010
 Fax: (973) 206-9535

Ad Sizes	Width/Depth	Bleed Sizes Width/Depth
2-page spread	15 1/2" x 10"	16 1/4" x 11"
1 page	7" x 10"	8 1/8" x 11"
2/3 page	4 3/8" x 10"	5 5/8" x 11"
1/2 page (h)	7" x 4 7/8"	8" x 5 1/2"
1/2 page (v)	3 3/8" x 10"	8" x 5 1/2"
1/3 page	2 1/8" x 10"	3" x 11"