



## 2008 ADVERTISING RATES AND SPECIFICATIONS



### STAFF

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**CEO/President:** Stephen Stoneburn



## RATES

### FEDERAL PRACTITIONER™ 2008 FULL RUN RATES

PAGES	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	288x	360x
<b>FULL PAGE</b>	\$5,845	\$5,580	\$5,310	\$4,900	\$4,855	\$4,820	\$4,735	\$4,695	\$4,500	\$4,475	\$4,450	\$4,420	\$4,410	\$4,395	\$4,390
<b>2/3 PAGE</b>	5,635	5,180	4,885	4,575	4,545	4,480	4,415	4,380	4,245	4,230	4,215	4,180	4,170	4,165	4,160
<b>1/2 PAGE</b>	5,250	4,785	4,485	4,200	4,170	4,100	4,020	4,010	3,870	3,850	3,830	3,810	3,800	3,790	3,775
<b>1/3 PAGE</b>	4,885	4,435	4,170	3,880	3,840	3,765	3,705	3,675	3,610	3,580	3,560	3,550	3,545	3,535	3,530
<b>1/4 PAGE</b>	4,590	4,305	4,055	3,725	3,610	3,505	3,415	3,385	3,300	3,250	3,215	3,185	3,155	3,145	3,140

### FEDERAL PRACTITIONER™ 2008 INSERT RATES

PAGES	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	288x	360x
<b>2 PAGE</b>	\$11,960	\$11,430	\$10,915	\$9,955	\$9,875	\$9,800	\$9,720	\$9,555	\$9,250	\$9,200	\$9,150	\$9,090	\$9,070	\$9,040	\$9,030
<b>4 PAGE</b>	23,640	22,585	21,560	19,655	19,490	19,350	19,185	18,860	18,250	18,150	18,050	17,930	17,885	17,825	17,805
<b>6 PAGE</b>	35,600	34,015	32,470	29,610	29,365	29,150	28,905	28,415	27,500	27,350	27,200	27,020	26,955	26,865	26,835
<b>8 PAGE</b>	47,280	45,175	43,120	39,310	38,985	38,700	38,370	37,720	36,500	36,300	36,095	35,855	35,775	35,655	35,615
<b>10 PAGE</b>	59,515	56,870	54,300	49,520	49,115	48,755	48,350	47,530	46,005	45,755	45,500	45,200	45,095	44,945	44,895

- Effective Date and Discounts:**
  - Effective rate date: January 2008.
  - Agency Commission and Cash Discount:** 15% of gross billing on space, color, cover, and preferred position charges. Finance charge of 1.5% per month will be applied to all invoices over 60 days.
  - 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.
- Earned Rates and Incentive Programs:**
  - Full run:** Earned rates are based on frequency of advertising by individual corporate entities within a 12-month period beginning January 2008 and ending December 2008. The number of insertions determines the earned rate. A spread counts as 2 insertions. Full pages and fractional pages each count as single insertions. Each page of an insertion counts as 1 insertion.
  - Incentive Programs: The Federal Practitioner™ Continuity Program:** Advertise the same product in 6 issues of *Federal Practitioner™* and



## 2008 ADVERTISING RATES AND SPECIFICATIONS

### RATES CONTINUED

receive the 6<sup>th</sup> insertion (of equal or lesser size) free\* or take 8% off each of the 6 insertions. Advertise the same product in 12 issues of *Federal Practitioner*™ and receive the 11<sup>th</sup> and 12<sup>th</sup> insertions (of equal or lesser size) free or take 16% off of all 12 insertions. Continuity programs apply to calendar year January 2008 through December 2008.

**The Primary Care Combination Frequency Program:** Advertisers in QHI's journals including *Federal Practitioner*™, *Physicians' Travel & Meeting Guide*®, *Clinician Reviews*®, and *The Female Patient*® may combine pages to determine the highest corporate frequency discount. The highest frequency available is 360x.

**The *Federal Practitioner*™ Directory Program:** Advertise in the October, November and December (paid insertions) and the same ad unit will receive 50% off the B&W Directory rate.

**Quadrant Corporate Discount:** Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2008. Full year 2007 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 2008. Discounts will be applied to only advertising purchased in Quadrant professional publications. Spend levels and associated discounts are:

2007 NET Spending	Earned 2008 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. Combination frequency
2. Combination buy
3. Other journal discounts applied individually
4. Corporate discount
5. Agency discount

**Quadrant Prepayment Plan:** Quadrant HealthCom Inc. offers an optional prepayment program. Contact Amy L. Clarke, Senior Vice President, at (973) 206-8950 for additional details.

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

**3. Color:** In addition to earned B&W rates, color rates are per page and apply to full or partial page.

- 2-Color Process \$1,010
- 2-Color Matched \$1,250
- Metallic \$1,810
- 3- & 4-Color Process \$2,100
- 5-Color (4-Color + 1 Match) \$3,350
- 4-Color + Metallic \$3,910

**4. Bleed:** No charge.

**5. Covers and Positions:**

**a. Covers:** 2nd cover: 25% premium above earned B&W rate, plus color charges.

4th cover: 50% premium above earned B&W rate, plus color charges.

**b. Positions: Opposite Table of Contents:** 15% premium above earned B&W rate, plus color charges.

**6. Classified Rates:**

Contact: Tim LaPella or Drew Endy  
Tel: (866) 312-8805 x138 (LaPella)  
(866) 312-8805 x109 (Endy)  
Fax: (610) 854-3780

### 2009 ANNUAL DIRECTORY

**7. Annual Directory Rates:**

- a. Display Rates:**
- Full Page (B&W) \$5,445
  - 1/2 Page (B&W) \$4,570

- b. Insert Rates:**
- 2 Page \$11,145
  - 4 Page \$22,040
  - 6 Page \$33,185
  - 8 Page \$44,070
  - BRC \$5,445

**c. Color Rates:** See 3.

**d. Covers and Positions:** See 5a and 5b.

**e. Sales Incentive:** See Directory Program, 2b.

**f. Issue date:** December 31, 2008.

**g. Editorial:** A directory of VA and DoD health care facilities listed alphabetically by state.

Each listing contains the address, description of services offered, and size of the facility, as well as key medical health care professionals.

**h. Distribution:** Full circulation, see 25c.

**i. Closing Dates:** Space reservations due December 3, 2008.

**Materials due:** December 8, 2008.

**Inserts due:** December 19, 2008.

### INSERT INFORMATION

**8. Availability and Acceptance:**

**a. Availability:** 2- to 12-page inserts are available. Larger units and BRCs must be approved by Publisher. BRCs are accepted. Please call Pamela Donacien for specifications.

**9. Charges:**

**a. Inserts:** See grid.

**b. Back-up charges:** Not applicable.

**c. BRC charge:** \$5,845

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

Maximum paper stock: 80-lb offset.

# FEDERAL PRACTITIONER™

A PEER-REVIEWED JOURNAL FOR HEALTH CARE PROFESSIONALS OF THE VA, DoD, AND PHS



## 2008 ADVERTISING RATES AND SPECIFICATIONS

### INSERT INFORMATION CONTINUED

Maximum micrometer reading: .004"

**11. 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"

**12. Insert Quantity:** 39,000.

**13. Shipping:** Carton packing preferred, marked *Federal Practitioner™*, month of issue, with advertiser, product name, and insert quantity clearly marked.

Ship to: *Federal Practitioner™*, (Month of Issue), RR Donnelley & Sons, Inc., 1600 North Main Street, Pontiac, IL 61764, Attn: Steve Sullivan, (815) 844-1831

### ISSUANCE AND CLOSING

**14. First Issue:** January 1984.

**15. Frequency:** Monthly plus an annual directory.

**16. Mailing Date and Class:** 15th of each month, Periodicals class.

**17. Closing Dates:** See grid.

FEDERAL PRACTITIONER™ CLOSING DATES							
Issue Date	Closing For ROB & Inserts	Materials Due	Inserts Due	Issue Date	Closing For ROB & Inserts	Materials Due	Inserts Due
January	12/7/07	12/14/07	12/27/07	July	6/12/08	6/19/08	6/27/08
February	1/8/08	1/17/08	1/25/08	August	7/10/08	7/17/08	7/25/08
March	2/8/08	2/15/08	2/27/08	September	8/11/08	8/18/08	8/26/08
April	3/10/08	3/17/08	3/27/08	October	9/12/08	9/19/08	9/26/08
May	4/10/08	4/17/08	4/25/08	November	10/10/08	10/17/08	10/27/08
June	5/9/08	5/16/08	5/27/08	December	11/10/08	11/17/08	11/25/08

### EDITORIAL

**18. Special Issues:**

October - AMSUS Issue.  
December - Annual Directory

**19. General Editorial Direction:** *Federal Practitioner™* is a monthly, peer-reviewed, clinical publication featuring articles tailored to the more than 35,000 physicians, pharmacists, physician assistants, advanced practice nurses, and medical center administrators who serve in the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. The editorial content includes CME/CE activities, feature articles, clinical and pharmaceutical news, updates on disease management, practice guidelines, evidence-based medicine protocols, pertinent legal and ethical viewpoints, and in-depth profiles of new programs and procedures within the federal health care system—which represents over 2,300 health care facilities, including hospitals, clinics, and nursing homes.

**20. Average Issue Information:**

a. Average number of feature articles per issue: 3.

b. Average number of CME/CE activities per issue: 1.

c. Average article length: 6 pages.

**d. Editorial Columns and Departments:**

- Advances in Geriatrics
- Clinical Digest
- Drug Monitor
- Editorial
- Ethics Forum
- Federal Health Matters
- Federal Law
- Meetings & Events
- Notes from the Field
- Patient Information
- Practitioner Forum
- Reader Feedback
- Sound Off
- Web Sitings

**21. Origin of Editorial Content:**

a. Staff written (departments only): 25%–30%.

b. Solicited: 25%–45%.

c. Submitted: 25%–50%.

d. Peer review: All clinical features are reviewed by 2 to 3 federal health care professionals.

### CIRCULATION

**22. Description of Circulation Parameters:** Controlled circulation: Physicians, residents, pharmacists, physician assistants, nurse practitioners, and medical center administrators employed by the Department of Veterans Affairs (VA), Department of Defense (DoD), and U.S. Public Health Service (PHS).

**23. Demographic Selection Criteria:**

- a. Age: All ages.
- b. Prescribing: Not applicable.

c. Circulation distribution: 100% controlled.

d. Paid information:  
Association Members: None.  
Paid Circulation: 152.

e. For Subscription rates, contact 1-800-480-4851

**24. Circulation Verification:**

a. Audit: BPA



## 2008 ADVERTISING RATES AND SPECIFICATIONS

### CIRCULATION CONTINUED

b. Mailing house: Epsilon Management Systems.

**25. Coverage:**

a. Have any specialties been combined in the circulation breakdown? No.

b. Date and source of breakdown: June 2007 BPA® Statement.

**c. Circulation breakdown:**

VA Physicians	13,673
VA Residents	617
VA Pharmacists	5,005
VA Physician Assistants	1,429
VA Nurse Practitioners	2,592
VA Administrators	292
VA Others	798
DoD Physicians	5,131

DoD Residents	16
DoD Pharmacists	322
DoD Physician Assistants	291
DoD Nurse Practitioners	265
DoD Administrators	170
DoD Others	279
PHS Physicians	1,011
PHS Residents	7
PHS Pharmacists	975
PHS Physician Assistants	160
PHS Nurse Practitioners	57
PHS Administrators	25
PHS Others	105
Medical Professionals & Others Allied to the Field	2,061
<b>TOTAL</b>	<b>35,281</b>

### GENERAL INFORMATION

**26. Requirements for Advertising Acceptance:** Professional and nonprofessional products or services are accepted provided they are in harmony with the policy of services 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.

**27. New Product Releases:** No.

**28. Editorial Research:** Research is conducted by surveys mailed to physicians, pharmacists, physician assistants, and nurse practitioners from the VA, DoD, and PHS. Surveys are also distributed to

health care professionals attending the AMSUS Convention. The surveys deal with current and future editorial subjects.

**29. 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.

**30. Ad/Edit Ratio Information:**

Advertising-editorial ratio: 50/50.

**31. Services:**

- a. Availability of mailing list: N/A.
- b. Other: Special supplements can be provided if editorial matter is approved by *Federal Practitioner*™.

### MECHANICAL SPECIFICATIONS

**32. Ad Sizes and Bleed Sizes:**

	Ad Sizes Width/Depth	Bleed Sizes Width/Depth
Spread	15-1/2" x 10"	16-1/4" x 11"
Full Page	7" x 10"	8-1/8" x 11"
2/3 Page	4-3/8" x 10"	4-5/8" x 11"
1/2 Page (H)	7" x 4-7/8"	8-1/8" x 5-1/2"
1/2 Page (V)	3-1/2" x 10"	3-3/4" x 11"
1/3 Page (V)	2-1/2" x 10"	3" x 11"
1/4 Page (V)	1-5/8" x 10"	2" x 11"

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

**33. Paper Stock:**

- a. Inside pages: 45-lb coated.

b. Covers: 70-lb coated.

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

**35. Reproduction Requirements:**

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

**36. Materials Accepted:**

Electronic files: PDF x1a, PDF, InDesign. Digital contract color proof required.

**37. Send Reproduction Materials to:**

*Federal Practitioner*™, 7 Century Drive, Suite 302, Parsippany, NJ 07054-4609, Attn: Pamela Donacien, (973) 206-8012

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