



SCIENTIFIC TECHNICAL  
& MEDICAL PUBLISHING  
**John Wiley & Sons, Inc.**  
111 River Street  
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www.wiley.com

# Journal of HOSPITAL MEDICINE

## Advertising Sales Office

### Pharmaceutical Media Inc.

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## Publishing Staff

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vthaw@wiley.com, (201) 748-5665

**Advertising Sales Manager: Bill Thompson**

bthomps@wiley.com, (201) 748-8832

## General Information

**Frequency:** Bimonthly

**Established:** 2006

**Mailing Date:** 10th day of second cover month.

**Issue Dates:** February, April, June, August, October, December

**Organization Affiliation:** An official publication of the Society of Hospital Medicine (SHM)

**Editorial:** The *Journal of Hospital Medicine* is the premier publication for dissemination of research and education for the specialty of hospital medicine. The *Journal* advances excellence in hospital medicine as a defined specialty through the dissemination of research, evidence-based clinical care, and advocacy of safe, effective care for hospitalized patients, and promotes research and education in hospital medicine through publication of original, peer-reviewed research articles and systematic reviews on topics relevant to hospital medicine.

## Bonus Distribution

March/April 2007 Issue: ACP Annual Meeting

March/April 2007 Issue: SHM Annual Meeting

## Requirements for Acceptance of Advertising

All advertising is subject to the approval of the Editor-in-Chief and Publisher.

**Policy on Placement of Advertisements:** Welled

**Editorial-to-Advertising Ratio:** 70% to 30%

## Circulation

**Total Circulation:** 5,600

**Circulation Basis:** Paid benefit of SHM membership dues.

**Coverage:** United States

**Circulation Verification:** Sworn statement

## Subscription Rates:

- Institutional: Free electronic access for 2007. Upon request, a complimentary print subscription is available with electronic access.
- Individual (print and electronic): \$110

## Advertising Rates

**Earned Rates:** Rates based on number of total units used within a calendar year (e.g., 6 full pages and 6 half pages earn the 12x rate).

**Combination Frequency:** Ads placed in the *Journal of Hospital Medicine* and *The Hospitalist* combine for earned frequency rate.

**Agency Discount:** 15%

## Advertising Rates

	Full Page	Half Page	Quarter Page
1x	\$2,160	\$1,450	\$1,030
6x	\$2,060	\$1,400	\$1,000
12x	\$2,010	\$1,340	\$970
24x	\$1,960	\$1,290	\$930
36x	\$1,905	\$1,240	\$875
48x	\$1,855	\$1,175	\$845
60x	\$1,805	\$1,135	\$825
72x	\$1,750	\$1,080	\$775
96x	\$1,650	\$1,030	\$750
120x	\$1,545	\$980	\$720

## Color Rates (in addition to B/W charges):

Standard Color: \$780      3/C or 4/C: \$1,575  
Matched Color: \$1,050      Metallic Color: \$1,080  
5/Color: \$2,625

**Bleed:** No charge



**Premium Positions:**

- Cover 2 50% premium of 1 page at earned B/W page rate (must run as spread)
- Cover 4 50% of earned B/W page rate
- Facing Table of Contents 10% of earned B/W rate
- Facing First Editorial 10% of earned B/W rate

**Inserts:** Charged at earned B/W page rate.

**BRCs:** Charged at 1x the earned B/W page rate.

**Insert Production Charge:** \$200 (noncommissionable). A service charge will be rendered for special printer services or unusual inserts that cause bindery slow-downs or incur additional printer charges.

**Advertising Incentive Programs:** An ad unit that appears in the January issue of *The Hospitalist* and the Jan./Feb. issue of the *Journal of Hospital Medicine* earns a \$250 discount off the gross *Journal of Hospital Medicine* cost. An ad unit that appears in the January and February issues of *The Hospitalist* and the Jan./Feb. issue of the *Journal of Hospital Medicine* earns a \$500 discount off the gross *Journal of Hospital Medicine* cost. Full price and discounted ad must be for the same product.

**Closing Dates**

Issue	Closing Date	R.O.B. Materials	Inserts
Jan./Feb.	Jan. 2	Jan. 10	Jan. 16
March/April	March 1	March 8	March 15
May/June	May 1	May 10	May 17
July/Aug.	July 2	July 11	July 16
Sept./Oct.	Aug. 31	Sept. 10	Sept. 17
Nov./Dec.	Nov. 1	Nov. 9	Nov. 16

**Mechanical Specifications**

**Journal Trim Size:** 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "

**Binding:** Perfect

**Printing Process:** Offset

**Paper Stock:** 60-lb./gloss

**Covers:** 80-lb. gloss

**Ad Sizes**

Keep live matter  $\frac{1}{8}$ " from trim. Bleed sizes include  $\frac{1}{8}$ " trim from outside, bottom, top, and gutter.

Size	Bleed Width x Depth	Non-Bleed Width x Depth
Full page	8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "	7" x 10"
$\frac{1}{2}$ page (h)	8 $\frac{3}{8}$ " x 5 $\frac{1}{2}$ "	7" x 4 $\frac{7}{8}$ "
$\frac{1}{2}$ page (v)	4 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ "	3 $\frac{3}{8}$ " x 10"
$\frac{1}{2}$ page	N/A	3 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "

**R.O.B. Materials**

High-resolution digital material required.

**Acceptable formats:** Adobe Acrobat PDF files and Adobe Illustrator or Macromedia FreeHand EPS or PDF files are accepted. Native application files are not recommended; however, QuarkXPress and Adobe InDesign native application files are supported. Please see the complete ad file specifications at [www.cadmusmediaworks.com/index2.html](http://www.cadmusmediaworks.com/index2.html).

**PDF files** must be distilled from PostScript files generated with the PPD that is available for download through <http://www.cadmusmediaworks.com>. Click on the icon for "Cadmus MediaWorks Digital File Specs." Macintosh users click on the link "The Macintosh files can be found here," the link for "Applications," and the link for "PPDs" to choose the file named "PrinergerRefinerPPD.sit" and begin its download. Use StuffIt Expander to extract the file named "Prinerger Refiner."

**Adobe Illustrator or Macromedia FreeHand EPS or PDF files** should be set for high-resolution output. Files will be output to a device resolution of 2,400 dpi. Please see complete ad file specifications for additional information.

**Platform:** MAC and PC

**Media:** CD-ROM

**Fonts and Graphics:** Embed all fonts and graphics; use Type 1 Adobe Fonts; TrueType fonts are not acceptable.

**Size:** Ad must be complete and sized at 100%; include necessary bleeds; minimum bleed  $\frac{1}{8}$ " each side.

**Color:** convert all RGB to CMYK

**Proofs:** Color ads must be accompanied by SWOP-certified proof; B/W ads must be accompanied by laser proof.

**Electronic Ad Submission**

Please contact Julie Jimenez (see contact information below) prior to submitting a file via FTP.

**Insert Requirements**

- Supplied size: 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ", includes  $\frac{1}{8}$ " trim from head. No gutter grind-off. Jogs to head.
- BRM supplied size: 4 $\frac{1}{2}$ " x 6"; allow  $\frac{1}{8}$ " from perforation to binding edge. Include 3 $\frac{1}{2}$ " flap if stitching. Jogs to head. Reply part must meet U.S.P.S. regulations. Minimum card stock: .007. Maximum stockweight, single-leaf: 100-lb. text weight; multiple-leaf: 80-lb. text weight.
- Supply multiple-leaf inserts folded.
- Submit a sample to Julie Jimenez for approval.
- Quantity: 6,500
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.
- A service charge will be rendered for special printer services or unusual inserts, which cause bindery slow-downs or incur additional printer charges. All such requests must be submitted prior to printing for approval.

**Send Insertion Orders and Digital Ad Materials to:**

Pharmaceutical Media, Inc.  
Attn: Julie Jimenez  
30 East 33rd Street  
New York, NY 10016  
(212) 904-0360 phone  
(212) 685-5010 fax

**Send Inserts to:**

Cadmus Journal Services (*JHM* issue month/date)  
Attn: Joe Bankowski  
3575 Hempland Road  
Lancaster, PA 17604-3657  
(717) 285-6821 phone

