



## 2007 ADVERTISING RATES AND SPECIFICATIONS

Annual Directory Rates Inside



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Association of Business Media Companies

## RATES

### FEDERAL PRACTITIONER™ 2007 FULL RUN RATES

PAGES	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	288x	360x
<b>FULL PAGE</b>	\$5,565	\$5,315	\$5,055	\$4,805	\$4,760	\$4,725	\$4,640	\$4,605	\$4,455	\$4,430	\$4,405	\$4,375	\$4,365	\$4,350	\$4,345
<b>2/3 PAGE</b>	5,365	4,935	4,650	4,485	4,455	4,390	4,330	4,295	4,205	4,190	4,175	4,140	4,130	4,125	4,120
<b>1/2 PAGE</b>	5,000	4,555	4,270	4,120	4,090	4,020	3,940	3,930	3,830	3,810	3,790	3,770	3,760	3,750	3,740
<b>1/3 PAGE</b>	4,650	4,225	3,970	3,805	3,765	3,690	3,630	3,605	3,575	3,545	3,525	3,515	3,510	3,500	3,495
<b>1/4 PAGE</b>	4,370	4,100	3,860	3,650	3,540	3,435	3,350	3,320	3,265	3,220	3,185	3,155	3,125	3,115	3,110

### FEDERAL PRACTITIONER™ 2007 INSERT RATES

PAGES	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	288x	360x
<b>2 PAGE</b>	\$11,390	\$10,885	\$10,395	\$9,760	\$9,680	\$9,610	\$9,530	\$9,370	\$9,160	\$9,110	\$9,060	\$9,000	\$8,980	\$8,950	\$8,940
<b>4 PAGE</b>	22,515	21,510	20,535	19,270	19,110	18,970	18,810	18,490	18,070	17,970	17,870	17,750	17,710	17,650	17,630
<b>6 PAGE</b>	33,905	32,395	30,925	29,030	28,790	28,580	28,340	27,860	27,230	27,080	26,930	26,750	26,690	26,600	26,570
<b>8 PAGE</b>	45,030	43,025	41,065	38,540	38,220	37,940	37,620	36,980	36,140	35,940	35,740	35,500	35,420	35,300	35,260
<b>10 PAGE</b>	56,680	54,160	51,715	48,550	48,150	47,800	47,400	46,600	45,550	45,300	45,050	44,750	44,650	44,500	44,450

#### 1. Effective Date and Discounts:

a. **Effective rate date:** January 2007.

#### b. Agency commission and cash discount:

15% of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past due invoices.

#### c. 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:

a. **Full run:** Earned rates are based on frequency of insertions from individual corporate entities advertising within the 12-month period beginning January 2007 and ending December

2007. The earned rate is determined by the number of insertions. A spread counts as 2 insertions. Full page and fractional pages count as single insertions. Each page of an insert counts as 1 insertion. Each demographic or regional page counts as an insertion toward full-run rate.

#### b. Demographic rates (split-run or micro marketed)

**Insert and ROB Formula:** Space charge

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## 2007 ADVERTISING RATES AND SPECIFICATIONS



is calculated as a percent of the advertiser's earned B&W rate (50% minimum). The percentage used is the match list divided by the full circulation. Add to the space charge a non-commissionable production charge: \$500 for inserts and \$1,200 for B&W ROB per page.

**c. Incentive Programs: The Federal Practitioner™ Continuity Program:**

Advertise the same product in 5 issues of *Federal Practitioner™* and receive the 6th insertion free.\* Average of unit size will determine free ad unit. Continuity programs apply to calendar year January 2007 through December 2007.

**The Federal Practitioner™ Directory Program:**

Products advertised in the October, November, and December issues (all 3) can run the same ad unit in the Annual Directory for 50% off the B&W directory rate.

**Combination Frequency Program:**

Advertisers in Quadrant HealthCom Inc journals, including *Federal Practitioner™*, *EMERGENCY MEDICINE®*, *Physicians' Travel & Meeting Guide®*, *The Female Patient®*, and *URGENT CARE*, may combine pages to determine the highest corporate earned frequency discount. (The highest frequency available is 360x on the combined journals, except for *URGENT CARE*, which is 120x.)

**Quadrant Corporate Discount Program:**

Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Quadrant HealthCom Inc. in 2007. Full year 2006 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 2007. Discounts will be applied to only advertising purchased in Quadrant pro-

fessional publications. Spend levels and associated discounts are:

2006 NET Spending	Earned 2007 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%

**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/Group Publisher, at (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 page.

- 2-Color Process \$960
- 2-Color Matched \$1,190
- Metallic \$1,725
- 3- & 4-Color Process \$2,000
- 5 Color (4-Color + 1 Match) \$3,190
- 4 Color + Metallic \$3,725

**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

## 2008 ANNUAL DIRECTORY

**7. Annual Directory Rates:**

**a. Display Rates:**

Full Page (B&W)	\$5,390
1/2 Page (B&W)	\$4,525

**b. Insert Rates:**

2-Page	\$11,035
4-Page	\$21,820
6-Page	\$32,855
8-Page	\$43,635
BRC	\$5,390

**c. Color Rates:** 3- & 4-Color Process \$2,000. For all others, see 3.

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

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

**f. Issue date:** December 31, 2007.

**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 November 1, 2007.

**Materials due:** November 9, 2007.

**Inserts due:** November 15, 2007.

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

## 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 Pam Donacien for specifications.

**9. Charges:**

- Inserts:** See grid. Demographic or split run charges, see 2b.
- Back-up charges:** Not applicable.
- BRC charge:** \$5,565

**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.

**Maximum micrometer reading:** .004"

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### INSERT INFORMATION CONTINUED

- 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*<sup>™</sup>, month of issue, with advertiser, product name, and insert quantity clearly marked.
- Ship to: *Federal Practitioner*<sup>™</sup>  
 (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<sup>™</sup> CLOSING DATES

Issue Date	Closing For ROB & Inserts	Materials Due	Inserts Due	Issue Date	Closing For ROB & Inserts	Materials Due	Inserts Due
January	12/8/06	12/15/06	12/27/06	July	6/12/07	6/15/07	6/26/07
February	1/5/07	1/17/07	1/25/07	August	7/10/07	7/17/07	7/25/07
March	2/2/07	2/16/07	2/27/07	September	8/10/07	8/15/07	8/24/07
April	3/9/07	3/15/07	3/27/07	October	9/11/07	9/14/07	9/25/07
May	4/10/07	4/17/07	4/25/07	November	10/10/07	10/16/07	10/25/07
June	5/10/07	5/16/07	5/25/06	December	11/9/07	11/15/07	11/27/07

### EDITORIAL

- 18. Special Issues:**  
 October - AMSUS Issue.  
 November - ASHP Issue.  
 December - Annual Directory
- 19. General Editorial Direction:** *Federal Practitioner*<sup>™</sup> 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, as well as in-depth profiles of new programs and procedures within the federal health care system—which represents over 2,700 health care facilities, including hospitals, clinics, and nursing homes.
- 20. Average Issue Information:**
- Average number of feature articles per issue:** 3.
  - Average number of CME/CE activities per issue:** 1.
  - Average article length:** 6 pages.
  - Editorial Departments:**
    - Clinical Digest
    - Drug Monitor
    - 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:**
- Staff written:** 35% to 50%.
  - Solicited:** 35% to 50%.
  - Submitted:** 15%.
  - 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:**
- Age:** All ages.
  - Prescribing:** Not applicable.
  - Circulation distribution:** 100% controlled.
  - Paid information:**
    - Association Members:** None.
    - Paid Circulation:** 123.
- e. Subscription rates effective 2007:**
- | One Year:             |       |
|-----------------------|-------|
| U.S. Individual       | \$99  |
| U.S. Institutions     | \$118 |
| Canada/Mexico         | \$129 |
| Foreign/Other Nations |       |
| Surface               | \$144 |
| Air                   | \$240 |

# FEDERAL PRACTITIONER

## 2007 ADVERTISING RATES AND SPECIFICATIONS



### CIRCULATION CONTINUED

- Single Copy:**  
 U.S. \$21  
 Canada/Mexico \$26  
 Foreign/Other Nations \$31
- f. Renewal rate:** Not available.
- 24. Circulation Verification:**  
**a. Audit:** BPA  
**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 2006 BPA® Statement.
- c. Circulation breakdown:**
- |  |               |
|--|---------------|
| VA Physicians                                      | 13,996        |
| VA Residents                                       | 686           |
| VA Pharmacists                                     | 4,329         |
| VA Physician Assistants                            | 1,424         |
| VA Nurse Practitioners                             | 2,580         |
| VA Administrators                                  | 387           |
| VA Others  | 720           |
| DoD Physicians                                     | 5,227         |
| DoD Residents                                      | 13            |
| DoD Pharmacists                                    | 344           |
| DoD Physician Assistants                           | 348           |
| DoD Nurse Practitioners                            | 295           |
| DoD Administrators                                 | 170           |
| DoD Others   | 252           |
| PHS Physicians                                     | 1,044         |
| PHS Residents                                      | 4             |
| PHS Pharmacists                                    | 962           |
| PHS Physician Assistants                           | 165           |
| PHS Nurse Practitioners                            | 57            |
| PHS Administrators                                 | 23            |
| PHS Others   | 84            |
| Medical Professionals & Others Allied to the Field | 2,191         |
| <b>TOTAL</b>                                       | <b>35,271</b> |
- 26. Anticipated Circulation Modifications or Changes Effective January 2007:**  
**a. Additions:** None.  
**b. Deletions:** None.

### GENERAL INFORMATION

- 27. Requirements for Advertising Acceptance:** Professional and non-professional products or services are accepted provided they are in harmony with the policy of services to the medical profession and subject to Editorial Review Committee and Publisher approvals. 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.
- 28. New Product Releases:** No.
- 29. 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. Several issues are posttested to measure readership response to individual articles.
- 30. Ad Format and Placement Policy:**  
**a. Format:**  
 1. Between articles? Yes.  
 2. Welled? No.  
 3. Stacked? No.  
 4. Within articles? Yes.  
**b. Are ads rotated?** Yes.
- 31. Ad/Edit Ratio Information:** Advertising-editorial ratio: 50/50.
- 32. Services:**  
**a. Availability of mailing list:** No.  
**b. Other:** Special supplements can be provided if editorial matter is approved by *Federal Practitioner*™. Custom Market Research is available to advertisers. Editorial reprints.

### MECHANICAL SPECIFICATIONS

**33. 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".
- 34. Paper Stock:**  
**a. Inside pages:** 45-lb. coated.  
**b. Covers:** 70-lb. coated.
- 35. Type of Binding:** Perfect bound.
- 36. 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.**
- 37. Materials Accepted:**  
**Electronic files:** PDF x1a, PDF, InDesign. Digital contract color proof required.
- 38. Send Reproduction Materials to:** *Federal Practitioner*™  
 7 Century Drive, Suite 302  
 Parsippany, NJ 07054-4609  
 Attn: Pamela Donacien  
 (973) 206-8012
- 39. Materials Policy:** Materials including inserts, film, and electronic files will be held 1 year from date of last insertion and then destroyed.