



## STAFF

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

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

**Executive Staff:**

**CEO/President:** Stephen Stoneburn

**Senior Vice President:** Amy L. Clarke



Association of Business Media Companies



## RATES

### FEDERAL PRACTITIONER™ 2009 FULL RUN RATES

PAGES	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
<b>FULL PAGE</b>	\$6,135	\$5,860	\$5,575	\$5,145	\$5,100	\$5,060	\$4,970	\$4,930	\$4,725	\$4,700	\$4,675
<b>2/3 PAGE</b>	5,915	5,440	5,130	4,805	4,770	4,705	4,635	4,600	4,455	4,440	4,425
<b>1/2 PAGE</b>	5,515	5,025	4,710	4,410	4,380	4,305	4,220	4,210	4,065	4,045	4,020
<b>1/3 PAGE</b>	5,130	4,655	4,380	4,075	4,030	3,955	3,890	3,860	3,790	3,760	3,740
<b>1/4 PAGE</b>	4,820	4,520	4,260	3,910	3,790	3,680	3,585	3,555	3,465	3,415	3,375

### FEDERAL PRACTITIONER™ 2009 INSERT RATES

PAGES	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
<b>2 PAGE</b>	\$12,560	\$12,000	\$11,460	\$10,455	\$10,370	\$10,290	\$10,205	\$10,035	\$9,715	\$9,660	\$9,610
<b>4 PAGE</b>	24,820	23,715	22,640	20,640	20,465	20,320	20,145	19,805	19,165	19,060	18,955
<b>6 PAGE</b>	37,380	35,715	34,095	31,090	30,835	30,610	30,350	29,835	28,875	28,720	28,560
<b>8 PAGE</b>	49,645	47,435	45,275	41,275	40,935	40,635	40,290	39,605	38,325	38,115	37,900
<b>10 PAGE</b>	62,490	59,715	57,015	51,995	51,570	51,195	50,770	49,905	48,305	48,045	47,775

### 1. Effective Date and Discounts:

- Effective Rate Date:** January 2009
- Agency Commission:** 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.

### 2. Earned Rates and Incentive Programs:

- Earned rates are based on frequency of advertising by individual corporate entities within a 12-month period beginning January 2009 and ending December 2009.** 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.
- Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries based

## RATES CONTINUED

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 towards frequency. Short rates apply if corporate frequency is not achieved.

- c. **The Federal Practitioner™ Continuity Program:** Advertise the same product in 5 issues of *Federal Practitioner™* and receive the 6<sup>th</sup> insertion (of equal or lesser size) free\*. Advertise the same product in 10 issues of *Federal Practitioner™* and receive the 11<sup>th</sup> and 12<sup>th</sup> insertions (of equal or lesser size) free. Continuity programs apply to calendar year January 2009 through December 2009.
- d. **The Federal Practitioner™ Directory Program:** Advertise in the October, November and December issues (paid insertions) and the same ad unit will receive 50% off the B&W Directory rate.
- 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 advertising spend 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. 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%

- f. **Order of Discount Calculations as Applicable:**
  1. Corporate Frequency Combination
  2. Journal Specific Discount Programs
  3. Corporate Discount
  4. Agency Discount
- g. **Quadrant Prepayment Plan:** Quadrant HealthCom Inc. offers an optional prepayment program. Contact Amy L. Clarke, Senior Vice President, at (973) 206-8950 for 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 pages.

• 2-Color Process	\$1,010
• 2-Color Matched	\$1,315
• Metallic	\$1,900
• 3- & 4-Color Process	\$2,205
• 5-Color (4-Color + 1 Match)	\$3,520
• 4-Color + Metallic	\$4,105

- 4. **Bleed:** No charge.

- 5. **Position Charges:**

- **4th cover:** 50% premium above earned B&W rate, plus color charges.
- **2nd cover:** 25% premium above earned B&W rate, plus color charges.
- **Opposite Table of Contents:** 15% premium above earned B&W rate, plus color charges.

- 6. **Classified Rates:**

Contact: Valley Forge Publishing  
 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

## 2010 ANNUAL DIRECTORY

- 7. **Annual Directory Rates:**

- a. **Display Rates:**
  - Full Page (B&W) \$5,715
  - 1/2 Page (B&W) \$4,800

- b. **Insert Rates:**

2 Page	\$11,700
4 Page	\$23,140
6 Page	\$34,845
8 Page	\$46,275
BRC	\$5,715

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

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

- e. **Sales Incentive:** See Directory Program, 2d.

- f. **Issue date:** December 31, 2009.

- 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, 2009.

**Materials due:** December 8, 2009.

**Inserts due:** December 18, 2009.

## 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:** \$6,135

- 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"

- 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"

## INSERT INFORMATION CONTINUED

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	12/8/08	12/15/08	12/26/08	July	6/12/09	6/19/09	6/26/09
February	1/9/09	1/16/09	1/26/09	August	7/10/09	7/17/09	7/27/09
March	2/10/09	2/17/09	2/27/09	September	8/11/09	8/18/09	8/26/09
April	3/10/09	3/17/09	3/27/09	October	9/11/09	9/18/09	9/25/09
May	4/10/09	4/17/09	4/27/09	November	10/9/09	10/16/09	10/27/09
June	5/11/09	5/18/09	5/27/09	December	11/10/09	11/17/09	11/25/09

## EDITORIAL


18. **Special Issues:**  
October - AMSUS 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 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:**
- Average number of feature articles per issue: 3.
  - Average number of CME activities per issue: 1.
  - Average article length: 6 pages.
  - 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:**
- Staff written (departments only): 20%–25%.
  - Solicited: 25%–45%.
  - Submitted: 25%–50%.
  - 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: 103.
  - For Subscription rates, contact 1-800-480-4851

## CIRCULATION CONTINUED

### 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 2008 BPA® Statement.
- c. **Circulation breakdown:**
- |                         |        |
|-------------------------|--------|
| VA Physicians           | 13,688 |
| VA Residents            | 773    |
| VA Pharmacists          | 4,918  |
| VA Physician Assistants | 1,394  |
| VA Nurse Practitioners  | 2,558  |
| VA Administrators       | 293    |
| VA Others               | 895    |

DoD Physicians	5,245
DoD Residents	17
DoD Pharmacists	270
DoD Physician Assistants	215
DoD Nurse Practitioners	242
DoD Administrators	149
DoD Others	275
PHS Physicians	976
PHS Residents	6
PHS Pharmacists	918
PHS Physician Assistants	151
PHS Nurse Practitioners	45
PHS Administrators	29
PHS Others	121
Medical Professionals & Others Allied to the Field	2,076
<b>TOTAL</b>	<b>35,254</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:**
- Between articles? Yes.
  - Welled? No.
  - Stacked? No.
  - Within articles? Yes.
  - 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.  
 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, discs, and electronic files will be held 1 year from date of last insertion and then destroyed.