

The Female Patient®

2008 ADVERTISING RATES & SPECIFICATIONS

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www.femalepatient.com

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Executive Staff:

CEO/President: Stephen Stoneburn



RATES

1. 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.
- Rates 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 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 insert counts as 1 insertion.
- The Female Health Continuity Program:** Advertise the same product in 6 issues of *The Female Patient*® and receive the 6th insertion (of equal or lesser size) free* or take 8% off each of the six insertions. Advertise the same product in 12 issues of *The Female Patient*® and receive the 11th and 12th insertions (of equal or lesser size) free or take 16% off of all twelve insertions. Continuity programs apply to calendar year January 2008 through December 2008
- Primary Care Combination Frequency Program:** Advertisers in QHI's journals including *The Female Patient*®, *Physicians' Travel & Meeting Guide*®, *Clinician Reviews*®, and *Federal Practitioner*™ may combine pages to earn the highest corporate frequency discount. The highest frequency discount is 360x.

- Primary Care Combination Buy Program:** Advertise the same product, same ad unit in the same month in 2 or more of QHI's journals including *The Female Patient*, *Physicians' Travel & Meeting Guide* and *Clinician Reviews* and receive \$250 per page off the earned rate in *The Female Patient* and *Physicians' Travel & Meeting Guide* and \$200 per page off the earned rate in *Clinician Reviews*. Discount is prorated for split-run/demographic ads and fractional pages.
- 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%

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

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RATES (continued)

Order of discount calculations as applicable:

1. Combination frequency
2. Corporate buy
3. Other journal discounts applied individually
4. Combination discount
5. Agency Discount

- f. **Quadrant Prepayment Plan:** Quadrant HealthCom Inc. offers an optional prepayment program. Contact: Amy L. Clarke, Senior Vice President, 973-206-8950, amy.clarke@qhc.com for additional details.

3. Color:

In addition to earned B/W rates, color rates are per page and apply to full or partial pages.

2-color process	\$915
2-color PMS	\$1,230
2-color metallic	\$1,615
3- & 4-color process	\$2,340
5-color (4-color + 1 match)	\$3,570
4-color + metallic	\$3,955

4. **Bleed:** No charge.

5. Covers and Positions:

- a. **Covers:** Second cover: 25% premium on earned B/W rate. Fourth cover: 50% premium on earned B/W rate.
- b. **Positions:** Table of Contents: 15% premium on earned B/W rate. Editorial: 10% premium on earned B/W rate.

6. Classified Rates:

Contact: Valley Forge Publishing
National Account Executives:
Tim LaPella, ext. 138
Drew Endy, ext. 109
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

2008 DISPLAY ADVERTISING RATES

Frequency	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	288x	360x
Full Page	\$4,120	\$4,065	\$4,005	\$3,950	\$3,890	\$3,835	\$3,780	\$3,720	\$3,665	\$3,605	\$3,555	\$3,495	\$3,425	\$3,360	\$3,285	\$3,215
2/3 Page	3,615	3,565	3,525	3,465	3,415	3,375	3,315	3,260	3,220	3,160	3,120	3,075	3,015	2,955	2,895	2,835
1/2 Page	2,880	2,845	2,805	2,775	2,720	2,690	2,645	2,605	2,575	2,525	2,500	2,445	2,395	2,355	2,300	2,245
1/3 Page	2,045	2,010	1,995	1,965	1,945	1,915	1,885	1,870	1,840	1,790	1,780	1,740	1,700	1,690	1,650	1,610
1/4 Page	1,650	1,615	1,595	1,580	1,560	1,535	1,500	1,480	1,465	1,440	1,425	1,390	1,375	1,355	1,320	1,295

2008 INSERT RATES

Frequency	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	192x	240x	288x	360x
2 page	\$8,540	\$8,420	\$8,300	\$8,195	\$8,065	\$7,955	\$7,855	\$7,725	\$7,615	\$7,500	\$7,390	\$7,270	\$7,135	\$6,995	\$6,845	\$6,705
4 page	16,860	16,625	16,385	16,175	15,920	15,700	15,490	15,235	15,015	14,780	14,570	14,330	14,055	13,775	13,480	13,200
6 page	25,185	24,830	24,480	24,155	23,770	23,450	23,130	22,740	22,420	22,070	21,745	21,395	20,975	20,560	20,105	19,690
8 page	33,505	33,035	32,565	32,135	31,620	31,195	30,765	30,250	29,825	29,350	28,920	28,450	27,890	27,335	26,740	26,185
10 page	41,830	41,240	40,655	40,120	39,475	38,940	38,405	37,760	37,225	36,635	36,100	35,510	34,815	34,120	33,365	32,670
12 page	50,155	49,445	48,740	48,095	47,325	46,685	46,040	45,270	44,625	43,920	43,275	42,570	41,735	40,895	40,000	39,160
16 page	66,800	65,860	64,915	64,055	63,030	62,170	61,315	60,285	59,430	58,490	57,630	56,685	55,575	54,460	53,260	52,145
24 page	100,095	98,680	97,265	95,980	94,435	93,155	91,865	90,325	89,040	87,620	86,340	84,925	83,255	81,580	79,785	78,110

INSERT INFORMATION

7. Availability:

- a. **Availability:** 2- to 12-page inserts are available. BRCs are accepted on a limited basis. Please call Mike Wendt for specifications.

8. Charges:

- a. **Inserts:** See grid
- b. **Back-up charges:** Not applicable
- c. **BRC charge:** \$4,120

9. 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"

10. Trimming:

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

Trims: 1/8" head, 1/8" foot, 1/8" gutter and face. Book is jogged to the head. Keep live matter 3/8" from trim edges.

Final trim: 7 7/8" x 10 3/4"

11. Insert Quantity:

68,500

12. Shipping:

Carton packing preferred, marked with title of journal, month of issue, advertiser, product name, and insert quantity.

The Female Patient
RR Donnelly & Sons, Inc.
1600 North Main St.
Pontiac, IL 61764
Attn: Kim Rigsby
(815) 844-1382

ISSUANCE AND CLOSING

- 14. First Issue:**
February 1976
- 15. Frequency:**
Monthly
- 16. Issue Date:**
1st of each month
- 17. Mailing Date & Class:**
5th of each month, periodicals class

18. Closing Dates:

SPACE RESERVATIONS, MATERIAL, AND INSERT DUE DATES:

Issue Date	Ad Closing	ROB Materials Due	Insert Materials Due
January	12/3/07	12/10/07	12/27/07
February	1/4/08	1/11/08	1/23/08
March	2/4/08	2/11/08	2/22/08
April	3/5/08	3/12/08	3/21/08
May	4/4/08	4/11/08	4/23/08
June	5/2/08	5/9/08	5/23/08
July	6/4/08	6/11/08	6/23/08
August	7/3/08	7/10/08	7/23/08
September	8/6/08	8/13/08	8/22/08
October	9/4/08	9/11/08	9/22/08
November	10/3/08	10/12/08	10/23/08
December	11/3/08	11/10/08	11/24/08

EDITORIAL

- 19. Special Issues:**
April: ACOG Bonus distribution
- 20. General Editorial Direction:**
Guided by renowned editorial board and double-blind peer-review process, the journal publishes timely, practical, thought-provoking clinical content. The Female Patient® is geared to assist all health care providers in diagnosis, treatment, and ongoing disease management of women. It circulates to OB/GYNs, primary care physicians, and nurse practitioners. Category 1 CME credits are offered in each issue.
- 21. Average Issue Information:**
- Average number of articles and departments per issue: 12
 - Average feature article length: 5 pages
- c. Editorial Columns and Departments:**
- Adolescent Gynecology Update
 - Case Reports
 - Contraception Corner
 - Financial Planning
 - In the Hot Seat
 - LegalEASE
 - Menopause Matters
 - Practice Algorithm
 - Sexuality Matters
 - The Cutting Edge
- 22. Origin of Editorial:**
- Physician-authored: 97%
 - Solicited: 95%
 - Unsolicited: 5%
- d. Peer review:** All articles receive a double-blinded review by Editorial Advisory Board members.

CIRCULATION

- 23. Circulation Parameters:**
TheFemale Patient circulates to office-based and hospital-based physicians (including all residents and 1st year interns), with a primary specialty in obstetrics and/or gynecology, gynecologic oncology, maternal and fetal health, OB/GYN critical care, and reproductive endocrinology.
The journal also circulates to office-based physicians with a primary specialty in family practice, general practice, internal medicine, and osteopathy who are qualified through prescribing profiles. Physicians are designated as decile 8 to 10 prescribers of oral and other contraceptive methods, bone density products, and hormone therapy as well as therapies for migraine, depression, urinary incontinence, and sleep disorders.
Nurse Practitioners, self-designated in women's health, obstetrics and/or gynecology, also receive the publication on a request basis.
- 24. Circulation Distribution:**
For subscriptions rates, contact 1-800-480-4851.
- 25. Circulation Verification:**
- Audit: BPA®
 - Mailing house: Direct Medical Data
- 26. Coverage:**
- Have any specialties been combined in the grid? Yes.
 - Date and source of breakout: July 2007 BPA statement
 - Circulation Breakout: See grid on next page.

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CIRCULATION (continued)

CIRCULATION BREAKOUT

	MD				MD/DO	DO	TOTAL
	Office-based	Residents ⁴	Hospital-based ⁴	Medical/ Teaching/Other	Military	Office- and Hospital-based	
General Practice ¹	304	0	0	0	0	1	305
Family Medicine/Family Practice ¹	5,638	0	0	0	0	1,107	6,745
Internal Medicine ¹	4,668	0	0	0	0	154	4,822
Obstetrics and Gynecology ²	29,180	3,831	1,356	1,042	206	1,538	37,153
Gynecology ²	2,016	0	78	90	3	34	2,221
Obstetrics ²	170	0	20	20	2	2	214
Gynecologic Oncology ²	341	0	65	32	0	9	447
Maternal-Fetal Medicine ²	332	0	135	89	2	25	583
Reproductive Endocrinology ²	486	0	52	59	5	16	618
Critical Care Medicine ² (Obstetrics and Gynecology)	2	0	0	3	0	1	6
Nurse Practitioners ³							8,200
Total	43,137	3,831	1,706	1,335	218	2,887	61,314

1. Deciles 8 to 10 prescribers of all contraceptive methods, hormone therapy, osteoporosis, migraine, depression, incontinence, and sleep disorders.

2. Universe.

3. Requestors, self-designated in women's health and obstetrics and gynecology.

4. All staff and residents including 1st year with a primary specialty in obstetrics and/or gynecology, gynecologic oncology, OB/GYN critical care, maternal and fetal health, or reproductive endocrinology.

GENERAL INFORMATION

27. Requirements for Advertising Acceptance:

Advertising for professional and nonprofessional products or services is subject to Publisher approval, and accepted provided they are in harmony with our policy of service to medical professionals. 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. Editorial Research:

Editorial development and solicitations for articles and departments are the product of extensive and multiple sources of

testing, including pre- and post-testing with readers and Editorial Advisory Board members, reader input through CME test submissions, and study of reader interests through custom research.

29. Ad Format and Placement Policy:

- a. Format: Interspersed
- b. Ads are rotated

30. Advertising/Editorial Ratio Information: Ad/Edit Ratio: 50/50

31. Services to Advertisers:

- a. Editorial Reprints: (973) 206-8017
- b. Product News: www.femalepatient.com

MECHANICAL SPECIFICATIONS

32. Ad Sizes & Bleed Sizes:

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

33. Paper Stock:

- a. Inside pages: 36 lb. coated stock
- b. Covers: 70 lb. coated stock

34. Type of Binding: Perfect bound

35. Reproduction Requirements:

- a. Follow Specifications for Web Offset Publications (SWOP) guidelines
- b. 133-line screen recommended
- c. 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. Materials Policy:

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

Send reproduction materials to:

The Female Patient
Quadrant HealthCom Inc
7 Century Drive, Suite 302
Parsippany, NJ 07054-4609
Attn: Mike Wendt (973) 206-8010

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