



AAP News is the official newsmagazine of the American Academy of Pediatrics and the trusted source for updates on CPT coding, health information technology, product recalls, vaccines, and Academy news.



AAP News is dedicated to informing, educating and inspiring readers on matters related to pediatric health care and the Academy. News and feature stories, commentaries, and regular columns are written by staff and Academy members.

Frequency: Monthly.

Mail class: Standard mail.

Circulation: 61,894*

*Using average circulation from most recent BPA statement.

RUN OF BOOK (ROB) B/W RATES

| Frequency | Tabloid page | Island page | 1/2 page | 1/4 page |
|-----------|--------------|-------------|----------|----------|
| 1x | \$6,080 | \$4,690 | \$4,575 | \$2,285 |
| 6x | \$6,030 | \$4,620 | \$4,505 | \$2,255 |
| 12x | \$5,980 | \$4,555 | \$4,440 | \$2,220 |
| 24x | \$5,710 | \$4,470 | \$4,350 | \$2,170 |
| 36x | \$5,610 | \$4,335 | \$4,220 | \$2,110 |
| 48x | \$5,435 | \$4,150 | \$4,035 | \$2,020 |
| 60x | \$5,250 | \$4,060 | \$3,940 | \$1,975 |
| 72x | \$5,135 | \$3,960 | \$3,845 | \$1,920 |
| 84x | \$5,080 | \$3,860 | \$3,745 | \$1,870 |
| 96x | \$5,020 | \$3,795 | \$3,675 | \$1,840 |

RUN OF BOOK (ROB) COLOR RATES

| Frequency | Tabloid page | Island page | 1/2 page | 1/4 page |
|-----------|--------------|-------------|----------|----------|
| 1x | \$8,980 | \$7,590 | \$7,475 | \$5,185 |
| 6x | \$8,930 | \$7,520 | \$7,405 | \$5,155 |
| 12x | \$8,880 | \$7,455 | \$7,340 | \$5,120 |
| 24x | \$8,610 | \$7,370 | \$7,250 | \$5,070 |
| 36x | \$8,510 | \$7,235 | \$7,120 | \$5,010 |
| 48x | \$8,335 | \$7,050 | \$6,935 | \$4,920 |
| 60x | \$8,150 | \$6,960 | \$6,840 | \$4,875 |
| 72x | \$8,035 | \$6,860 | \$6,745 | \$4,820 |
| 84x | \$7,980 | \$6,760 | \$6,645 | \$4,770 |
| 96x | \$7,920 | \$6,695 | \$6,575 | \$4,740 |

COVER/PREMIUM POSITION RATES*

| | |
|-----------------------|--------------------------|
| Cover tip | \$33,000 gross per issue |
| Supplied outsert | \$33,000 gross per issue |
| Cover 4 | Earned rate plus 50% |
| Center spread | Earned rate plus 25% |
| First right-hand page | Earned rate plus 10% |

*Non-cancellable, 10% penalty applied.

INSERT RATES

| Frequency | 2-page island | 2-page tabloid | 4-page island | 4-page tabloid |
|-----------|---------------|----------------|---------------|----------------|
| 1x | \$9,380 | \$12,160 | \$18,760 | \$24,320 |
| 6x | \$9,240 | \$12,060 | \$18,480 | \$24,120 |
| 12x | \$9,110 | \$11,960 | \$18,220 | \$23,920 |
| 24x | \$8,940 | \$11,420 | \$17,880 | \$22,840 |
| 36x | \$8,670 | \$11,220 | \$17,340 | \$22,440 |
| 48x | \$8,300 | \$10,870 | \$16,600 | \$21,740 |
| 60x | \$8,120 | \$10,500 | \$16,240 | \$21,000 |
| 72x | \$7,920 | \$10,270 | \$15,840 | \$20,540 |
| 84x | \$7,720 | \$10,160 | \$15,440 | \$20,320 |
| 96x | \$7,590 | \$10,040 | \$15,180 | \$20,080 |

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.
Back-up Rates: 1/2x earned B/W page rate.

COLOR RATES

| | |
|-----------|---------|
| Standard | \$1,140 |
| 3/4 color | \$2,900 |

CLOSING DATES*

| Issue Date | Space | Material | Inserts |
|------------|-------|----------|---------|
| January | 12/1 | 12/7 | 12/11 |
| February | 12/30 | 1/8 | 1/12 |
| March | 2/1 | 2/5 | 2/12 |
| April | 3/1 | 3/5 | 3/12 |
| May | 4/1 | 4/5 | 4/12 |
| June | 5/3 | 5/7 | 5/12 |
| July | 6/1 | 6/7 | 6/11 |
| August | 7/1 | 7/5 | 7/12 |
| September | 8/2 | 8/6 | 8/12 |
| October | 9/1 | 9/6 | 9/13 |
| November | 10/1 | 10/6 | 10/12 |
| December | 11/1 | 11/5 | 11/12 |

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at the AAP National Conference & Exhibition are highlighted.

MECHANICAL SPECIFICATIONS

| Size | Dimensions (bleed) | Dimensions (non-bleed) |
|-----------------------|--------------------|------------------------|
| Tabloid page | 10-5/16 x 13-1/2" | 9 x 12-1/8" |
| Island page | — | 6-5/8 x 9-1/2" |
| 1/2 page (horizontal) | — | 9 x 6" |
| 1/2 page (vertical) | — | 4-3/8 x 12-1/8" |
| 1/4 page (column) | — | 2 x 12-1/8" |
| 1/4 page (box) | — | 4-3/8 x 6" |
| Cover tip | — | 9-1/2 x 6" |
| Outsert | — | 10 x 13" maximum |

Publication trims at 10-1/16 x 13-1/4", keep live matter 1/2" from trim.

INSERT/OUTSERT REQUIREMENTS

| Size | Dimensions |
|---------------------------------------|-------------------|
| 2-page island insert | 8-3/8 x 11-3/16" |
| 2-page tabloid insert | 10-5/16 x 13-1/2" |
| 4-page island insert (supply folded) | 8-3/8 x 11-3/16" |
| 4-page tabloid insert (supply folded) | 10-5/16 x 13-1/2" |

Stock: 80 lb. text stock maximum.
Quantity: 69,000 per issue.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Roland Keve at roland.keve@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Roland Keve.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:
Quad/Graphics
Attn: Darrin Kehl (AAP News, issue date, quantity)
555 South 108th Street
West Allis, WI 53214
Email: dkehl@qg.com
Phone: (414) 566-3718

For all other ad material:
Walchli Tauber Group, Inc.
Attn: Roland Keve (AAP News, issue date)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015



The **AAP News Classified and Recruitment advertising** is featured in the official newsmagazine of the AAP and the trusted source for updates on CPT coding, health information technology, product recalls, vaccines, and Academy news.

LINE RATES

| Words | 1 journal | 2 journals | 3 journals |
|---------|-----------|------------|------------|
| 1-50 | \$620 | \$940 | \$1,240 |
| 51-100 | \$845 | \$1,365 | \$1,775 |
| 101-150 | \$1,025 | \$1,735 | \$2,235 |
| 151-200 | \$1,230 | \$2,150 | \$2,750 |
| 201-250 | \$1,470 | \$2,620 | \$3,335 |
| 251-300 | \$1,655 | \$2,995 | \$3,795 |

LINE AD UPGRADES

| | |
|-------------------------|-----------------|
| Bold type | \$50 per issue |
| Boxed | \$100 per issue |
| Additional month online | \$400 per month |

DISPLAY RATES

All rates include an online placement on www.pedjobs.org. All rates are net and per issue.

| Size | 1x | 3x |
|-----------|---------|---------|
| Tabloid | \$5,010 | \$4,575 |
| Island | \$4,395 | \$4,075 |
| 1/2 page | \$3,690 | \$3,380 |
| 1/4 page | \$2,720 | \$2,615 |
| 1/8 page | \$1,810 | \$1,775 |
| 1/12 page | \$1,510 | \$1,450 |

COLOR RATES

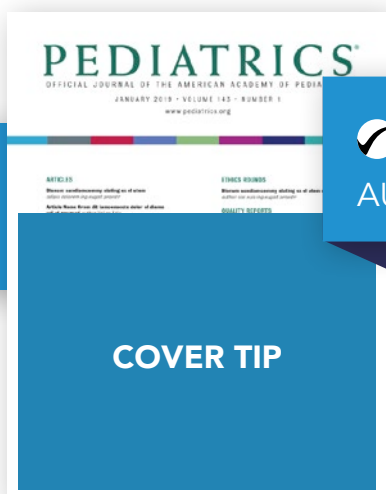
| | |
|-----------|---------|
| Matched | \$1,245 |
| 3/4 color | \$2,845 |

CLOSING DATES

| | |
|-----------|------|
| January | 12/2 |
| February | 1/4 |
| March | 2/3 |
| April | 3/2 |
| May | 4/1 |
| June | 5/3 |
| July | 6/1 |
| August | 7/1 |
| September | 8/2 |
| October | 9/1 |
| November | 10/1 |
| December | 11/2 |

MECHANICAL SPECIFICATIONS

| Size | Dimensions |
|-----------|----------------|
| Tabloid | 9-1/2 x 13" |
| Island | 7 x 10" |
| 1/2 page | 9-1/2 x 5-1/2" |
| 1/4 page | 5 x 6-1/4" |
| 1/8 page | 5 x 3" |
| 1/12 page | 3-1/4 x 3" |



Pediatrics is the official peer-reviewed journal of the American Academy of Pediatrics and serves as a medium for expression to the general medical profession as well as pediatricians. The content of the journal is intended to encompass the needs of the whole child in his/her physiologic, mental, emotional and social structure.



Pediatrics publishes papers on original research and special feature or review articles in the field of pediatrics and related fields. All articles are originally submitted and peer-reviewed.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 60,566*

*Using average circulation from most recent BPA statement.

RUN OF BOOK (ROB) B/W RATES

| Frequency | 1 page | 1/2 page | 1/4 page |
|-----------|---------|----------|----------|
| 1x | \$4,690 | \$4,575 | \$2,285 |
| 6x | \$4,620 | \$4,505 | \$2,255 |
| 12x | \$4,555 | \$4,440 | \$2,220 |
| 24x | \$4,470 | \$4,350 | \$2,170 |
| 36x | \$4,335 | \$4,220 | \$2,110 |
| 48x | \$4,150 | \$4,035 | \$2,020 |
| 60x | \$4,060 | \$3,940 | \$1,975 |
| 72x | \$3,960 | \$3,845 | \$1,920 |
| 84x | \$3,860 | \$3,745 | \$1,870 |
| 96x | \$3,795 | \$3,680 | \$1,840 |

RUN OF BOOK (ROB) COLOR RATES

| Frequency | 1 page | 1/2 page | 1/4 page |
|-----------|---------|----------|----------|
| 1x | \$7,590 | \$7,475 | \$5,185 |
| 6x | \$7,520 | \$7,405 | \$5,155 |
| 12x | \$7,455 | \$7,340 | \$5,120 |
| 24x | \$7,370 | \$7,250 | \$5,070 |
| 36x | \$7,235 | \$7,120 | \$5,010 |
| 48x | \$7,050 | \$6,935 | \$4,920 |
| 60x | \$6,960 | \$6,840 | \$4,875 |
| 72x | \$6,860 | \$6,745 | \$4,820 |
| 84x | \$6,760 | \$6,645 | \$4,770 |
| 96x | \$6,695 | \$6,580 | \$4,740 |

COVER/PREMIUM POSITION RATES*

| | |
|---------------------------|--------------------------|
| Cover tip | \$33,000 gross per issue |
| Supplied outsert | \$33,000 gross per issue |
| Journal mark | \$15,000/issue |
| Cover 2 or 3 | Earned rate plus 25% |
| Cover 4 | Earned rate plus 50% |
| First spread | Earned rate plus 25% |
| First, Second & Third TOC | Earned rate plus 25% |

*Non-cancellable, 10% penalty applied.

INSERT RATES

| Frequency | 2-page | 4-page |
|-----------|---------|----------|
| 1x | \$9,380 | \$18,760 |
| 6x | \$9,240 | \$18,480 |
| 12x | \$9,110 | \$18,220 |
| 24x | \$8,940 | \$17,880 |
| 36x | \$8,670 | \$17,340 |
| 48x | \$8,300 | \$16,600 |
| 60x | \$8,120 | \$16,240 |
| 72x | \$7,920 | \$15,840 |
| 84x | \$7,720 | \$15,440 |
| 96x | \$7,590 | \$15,180 |

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Back-up Rates: 1/2x earned B/W page rate.

COLOR RATES

| | |
|-----------|---------|
| Standard | \$1,140 |
| 3/4 color | \$2,900 |

CLOSING DATES*

| Issue Date | Space | Material | Inserts |
|------------|-------|----------|---------|
| January | 12/1 | 12/7 | 12/11 |
| February | 12/30 | 1/8 | 1/12 |
| March | 2/1 | 2/5 | 2/12 |
| April | 3/1 | 3/5 | 3/12 |
| May | 4/1 | 4/5 | 4/12 |
| June | 5/3 | 5/7 | 5/12 |
| July | 6/1 | 6/7 | 6/11 |
| August | 7/1 | 7/5 | 7/12 |
| September | 8/2 | 8/6 | 8/12 |
| October | 9/1 | 9/6 | 9/13 |
| November | 10/1 | 10/6 | 10/12 |
| December | 11/1 | 11/5 | 11/12 |

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at the AAP National Conference & Exhibition are highlighted.

MECHANICAL SPECIFICATIONS

| Size | Dimensions (bleed) | Dimensions (non-bleed) |
|-----------------------|--------------------|------------------------|
| 1 page | 8-3/8 x 11-1/8" | 7 x 10" |
| 1/2 page (horizontal) | 8-3/8 x 5-1/2" | 7 x 5" |
| 1/2 page (vertical) | 3-3/4 x 11-1/8" | 3-1/2 x 10" |
| 1/4 page | 4-1/2 x 5-1/2" | 3-3/8 x 5" |
| Cover tip | — | 7-3/4 x 6" |
| Outsert | — | 8 x 10" maximum |

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

INSERT/OUTSERT REQUIREMENTS

| Size | Dimensions |
|---------------|------------------|
| 2-page insert | 8-3/8 x 11-1/8" |
| 4-page insert | 16-3/4 x 11-1/8" |

Trimming: Full-page, untrimmed insert dimensions should be equal to magazine trim size plus 1/8" excess at head, face and foot, with 1/2" excess at the lap side.

Stock: 70 lb. minimum, 100 lb. text stock maximum.

Quantity: 69,000 per issue.

ELECTRONIC AD SUBMISSION

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Send a high-resolution PDF via email to Roland Keve at roland.keve@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Roland Keve.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:
Dartmouth Printing Company
Attn: Lisa Davis (*Pediatrics*, issue date, quantity)
69 Lyme Road
Hanover, NH 03755
Email: lisa.davis@sheridan.com
Phone: (603) 653-7215

For all other ad material:
Walchli Tauber Group, Inc.
Attn: Roland Keve (*Pediatrics*, issue date)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015



The **Pediatrics Classified and Recruitment advertising** is featured in the official peer-reviewed journal of the AAP. The content of the journal is intended to encompass the needs of the whole child in his/her physiologic, mental, emotional and social structure.

LINE RATES

| Words | 1 journal | 2 journals | 3 journals |
|---------|-----------|------------|------------|
| 1-50 | \$620 | \$940 | \$1240 |
| 51-100 | \$845 | \$1365 | \$1775 |
| 101-150 | \$1025 | \$1735 | \$2235 |
| 151-200 | \$1230 | \$2150 | \$2750 |
| 201-250 | \$1470 | \$2620 | \$3335 |
| 251-300 | \$1655 | \$2995 | \$3795 |

LINE AD UPGRADES

| | |
|-------------------------|-----------------|
| Bold type | \$50 per issue |
| Boxed | \$100 per issue |
| Additional month online | \$400 per month |

DISPLAY RATES

All rates include an online placement on www.pedjobs.org. All rates are net and per issue.

| Words | 1x | 3x |
|----------|---------|---------|
| 1 page | \$4,500 | \$4,075 |
| 1/2 page | \$2,720 | \$2,615 |
| 1/4 page | \$1,810 | \$1,775 |
| 1/6 page | \$1,510 | \$1,450 |

COLOR RATES

| | |
|-----------|---------|
| Matched | \$1,245 |
| 3/4 color | \$2,845 |

CLOSING DATES

| | |
|-----------|-------|
| January | 11/16 |
| February | 12/15 |
| March | 1/15 |
| April | 2/15 |
| May | 3/16 |
| June | 4/15 |
| July | 5/17 |
| August | 6/17 |
| September | 7/16 |
| October | 8/16 |
| November | 9/16 |
| December | 10/15 |

MECHANICAL SPECIFICATIONS

| Size | Dimensions |
|-----------------------|----------------|
| 1 page | 6-3/4 x 9-3/4" |
| 1/2 page (horizontal) | 6-3/4 x 4-3/4" |
| 1/2 page (vertical) | 3-1/4 x 9-3/4" |
| 1/4 page | 3-1/4 x 4-3/4" |
| 1/6 page | 3-1/4 x 3-1/4" |



Pediatrics in Review is an official publication of the American Academy of Pediatrics. For over 40 years, thousands of pediatricians have relied on *Pediatrics in Review* as their resource for focused learning. This highly acclaimed CME journal is easy to read and full of concise, evidence-informed summaries and provocative features, mapped to the American Board of Pediatrics (ABP) content specifications for Maintenance of Certification (MOC). Each issue contains clinical review articles, expert commentaries and CME Quizzes.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 34,000

RUN OF BOOK (ROB) B/W RATES

| Frequency | 1 page | 1/2 page | 1/4 page |
|-----------|---------|----------|----------|
| 1x | \$4,690 | \$4,575 | \$2,285 |
| 6x | \$4,620 | \$4,505 | \$2,255 |
| 12x | \$4,555 | \$4,440 | \$2,220 |
| 24x | \$4,470 | \$4,350 | \$2,170 |
| 36x | \$4,335 | \$4,220 | \$2,110 |
| 48x | \$4,150 | \$4,035 | \$2,020 |
| 60x | \$4,060 | \$3,940 | \$1,975 |
| 72x | \$3,960 | \$3,845 | \$1,920 |
| 84x | \$3,860 | \$3,745 | \$1,870 |
| 96x | \$3,795 | \$3,680 | \$1,840 |

RUN OF BOOK (ROB) COLOR RATES

| Frequency | 1 page | 1/2 page | 1/4 page |
|-----------|---------|----------|----------|
| 1x | \$7,590 | \$7,475 | \$5,185 |
| 6x | \$7,520 | \$7,405 | \$5,155 |
| 12x | \$7,455 | \$7,340 | \$5,120 |
| 24x | \$7,370 | \$7,250 | \$5,070 |
| 36x | \$7,235 | \$7,120 | \$5,010 |
| 48x | \$7,050 | \$6,935 | \$4,920 |
| 60x | \$6,960 | \$6,840 | \$4,875 |
| 72x | \$6,860 | \$6,745 | \$4,820 |
| 84x | \$6,760 | \$6,645 | \$4,770 |
| 96x | \$6,695 | \$6,580 | \$4,740 |

COVER/PREMIUM POSITION RATES*

| | |
|-------------------|--------------------------|
| Cover tip | \$33,000 gross per issue |
| Supplied outsert | \$33,000 gross per issue |
| Cover 2 or 3 | Earned rate plus 25% |
| Cover 4 | Earned rate plus 50% |
| Facing cover 2 | Earned rate plus 25% |
| Table-of-contents | Earned rate plus 25% |

*Non-cancellable, 10% penalty applied.

COLOR RATES

| | |
|-----------|---------|
| Standard | \$1,140 |
| 3/4 color | \$2,900 |

CLOSING DATES*

| Issue Date | Space | Material |
|------------|-------|----------|
| January | 12/1 | 12/7 |
| February | 12/30 | 1/8 |
| March | 2/1 | 2/5 |
| April | 3/1 | 3/5 |
| May | 4/1 | 4/5 |
| June | 5/3 | 5/7 |
| July | 6/1 | 6/7 |
| August | 7/1 | 7/5 |
| September | 8/2 | 8/6 |
| October | 9/1 | 9/6 |
| November | 10/1 | 10/6 |
| December | 11/1 | 11/5 |

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space. Issue(s) distributed at the AAP National Conference & Exhibition are highlighted.

MECHANICAL SPECIFICATIONS

| Size | Dimensions (bleed) | Dimensions (non-bleed) |
|-----------------------|--------------------|------------------------|
| 1 page | 8-3/8 x 11-1/8" | 7 x 10" |
| 1/2 page (horizontal) | 8-3/8 x 5-1/2" | 7 x 5" |
| 1/2 page (vertical) | 3-3/4 x 11-1/8" | 3-1/2 x 10" |
| 1/4 page | 4-1/2 x 5-1/2" | 3-3/8 x 5" |
| Cover tip | — | 7-3/4 x 6" |
| Outsert | — | 8 x 10" maximum |

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Roland Keve at roland.keve@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Roland Keve.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert/cover tip material:

Dartmouth Printing Company

Attn: Lisa Davis (*Pediatrics, issue date, quantity*)

69 Lyme Road

Hanover, NH 03755

Email: lisa.davis@sheridan.com

Phone: (603) 653-7215

For all other ad material:

Walchli Tauber Group, Inc.

Attn: Roland Keve (*Pediatrics in Review, issue date*)

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015



Hospital Pediatrics, an official publication of the AAP, is the first journal for the field of Pediatric Hospital Medicine. The journal's mission is to be dedicated to the health of all children in the hospital setting.

Hospital Pediatrics educates readers and keeps them informed of quality, safety, research and clinical practice advancements relevant to the field.

Frequency: Monthly.

Mail class: Periodicals postage.

Circulation: 500

RUN OF BOOK (ROB) B/W RATES

| Frequency | 1 page | 1/2 page | 1/4 page |
|-----------|---------|----------|----------|
| 1x | \$1,035 | \$680 | \$470 |
| 6x | \$985 | \$640 | \$450 |
| 12x | \$940 | \$610 | \$430 |
| 24x | \$890 | \$580 | \$410 |
| 36x | \$845 | \$550 | \$390 |
| 48x | \$805 | \$525 | \$370 |
| 60x | \$765 | \$500 | \$345 |
| 72x | \$730 | \$475 | \$330 |
| 84x | \$695 | \$450 | \$315 |
| 96x | \$665 | \$430 | \$300 |

RUN OF BOOK (ROB) COLOR RATES

| Frequency | 1 page | 1/2 page | 1/4 page |
|-----------|---------|----------|----------|
| 1x | \$1,910 | \$1,555 | \$1,345 |
| 6x | \$1,860 | \$1,515 | \$1,325 |
| 12x | \$1,815 | \$1,485 | \$1,305 |
| 24x | \$1,765 | \$1,455 | \$1,285 |
| 36x | \$1,720 | \$1,425 | \$1,265 |
| 48x | \$1,680 | \$1,400 | \$1,245 |
| 60x | \$1,640 | \$1,375 | \$1,220 |
| 72x | \$1,605 | \$1,350 | \$1,205 |
| 84x | \$1,570 | \$1,325 | \$1,190 |
| 96x | \$1,540 | \$1,305 | \$1,175 |

COVER/PREMIUM POSITION RATES*

| | |
|-------------------|----------------------|
| Cover 2 or 3 | Earned rate plus 25% |
| Cover 4 | Earned rate plus 50% |
| Facing cover 2 | Earned rate plus 25% |
| Table-of-contents | Earned rate plus 25% |

*Non-cancellable, 10% penalty applied.

COLOR RATES

| | |
|-----------|-------|
| Standard | \$525 |
| Matched | \$625 |
| 3/4 color | \$875 |

CLOSING DATES*

| Issue Date | Space | Material |
|------------|-------|----------|
| January | 12/1 | 12/7 |
| February | 12/30 | 1/8 |
| March | 2/1 | 2/5 |
| April | 3/1 | 3/5 |
| May | 4/1 | 4/5 |
| June | 5/3 | 5/7 |
| July | 6/1 | 6/7 |
| August | 7/1 | 7/5 |
| September | 8/2 | 8/6 |
| October | 9/1 | 9/6 |
| November | 10/1 | 10/6 |
| December | 11/1 | 11/5 |

*Cancellations cannot be accepted later than one week after space reservation. Publication set copy, one week before closing date for space.

MECHANICAL SPECIFICATIONS

| Size | Dimensions (bleed) | Dimensions (non-bleed) |
|-----------------------|--------------------|------------------------|
| 1 page | 8-3/8 x 11-1/8" | 7 x 10" |
| 1/2 page (horizontal) | 8-3/8 x 5-1/2" | 7 x 5" |
| 1/2 page (vertical) | 3-3/4 x 11-1/8" | 3-1/2 x 10" |
| 1/4 page | 4-1/2 x 5-1/2" | 3-3/8 x 5" |

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Roland Keve at roland.keve@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Roland Keve.

AD MATERIAL DELIVERY ADDRESS

Walchli Tauber Group, Inc.
 Attn: Roland Keve (*Hospital Pediatrics*, issue date)
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015

The **Hospital Pediatrics Classified and Recruitment advertising** is featured in the AAP's first journal for the field of Pediatric Hospital Medicine. The journal's mission is to be dedicated to the health of all children in the hospital setting.

Journal of Pediatrics...
 Pediatrician Opportunities...
 NEW RECRUITING for Pediatric Residuates...


LINE RATES

| Words | 1 journal | 2 journals | 3 journals |
|---------|-----------|------------|------------|
| 1-50 | \$620 | \$940 | \$1240 |
| 51-100 | \$845 | \$1365 | \$1775 |
| 101-150 | \$1025 | \$1735 | \$2235 |
| 151-200 | \$1230 | \$2150 | \$2750 |
| 201-250 | \$1470 | \$2620 | \$3335 |
| 251-300 | \$1655 | \$2995 | \$3795 |

LINE AD UPGRADES

| | |
|-------------------------|-----------------|
| Bold type | \$50 per issue |
| Boxed | \$100 per issue |
| Additional month online | \$400 per month |

DISPLAY RATES

All rates include an online placement on www.pedjobs.org. All rates are net and per issue.

| Words | 1x | 3x |
|----------|---------|-------|
| 1 page | \$1,025 | \$975 |
| 1/2 page | \$670 | \$640 |
| 1/4 page | \$465 | \$435 |

COLOR RATES

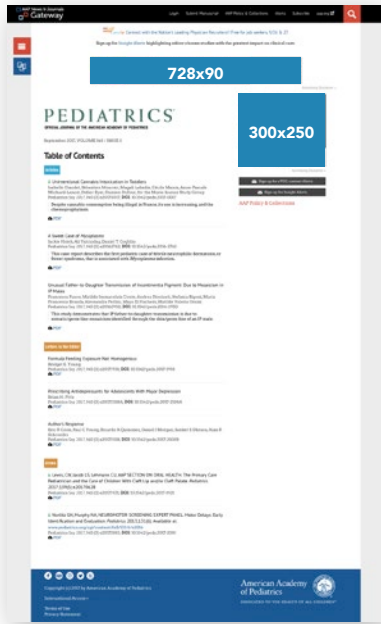
| | |
|----------|---------|
| Standard | \$1,245 |
| Matched | \$2,845 |

CLOSING DATES

| | |
|-----------|------|
| January | 12/2 |
| February | 1/4 |
| March | 2/3 |
| April | 3/2 |
| May | 4/1 |
| June | 5/3 |
| July | 6/1 |
| August | 7/1 |
| September | 8/2 |
| October | 9/1 |
| November | 10/1 |
| December | 11/2 |

MECHANICAL SPECIFICATIONS

| Size | Dimensions |
|-----------------------|----------------|
| 1 page | 6-3/4 x 9-3/4" |
| 1/2 page (horizontal) | 6-3/4 x 4-3/4" |
| 1/2 page (vertical) | 3-1/4 x 9-3/4" |
| 1/4 page | 3-1/4 x 4-3/4" |



The **AAP Gateway (aappublications.org)** is the online clinical pediatric research and news network for AAP members, non-member subscribers, and worldwide institutions.

A single, integrated network of journals and periodicals -- *AAP News*, *Pediatrics*, *Pediatrics in Review*, *Hospital Pediatrics*, *AAP Grand Rounds*, and *NeoReviews* -- all available in one intuitive interface that works on all devices, reaching 14.5 million readers.

In addition to run-of-site advertising, it is possible to target only logged-in AAP members and institutional accounts

Page views: 8,000,000 per month (2,000,000 U.S.-only)

RUN OF SITE (ROS) WEB SITE RATES

| | |
|-------------------------|----------|
| US-targeted | \$65 CPM |
| Ex-US targeted | \$75 CPM |
| State/province targeted | \$75 CPM |

MECHANICAL SPECIFICATIONS

| | |
|----------------|--------------|
| 728x90 pixels | 200 KB limit |
| 300x250 pixels | 200 KB limit |
| 320x50 pixels | 100 KB limit |

MEMBER TARGETED WEB SITE RATES

| | |
|-------------|-----------|
| Run-of-site | \$200 CPM |
| Sticky ad* | \$250 CPM |

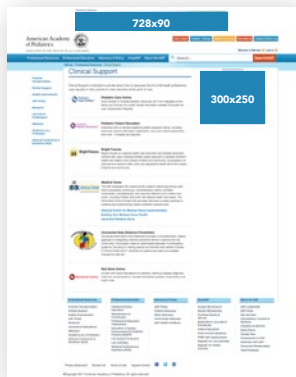
*Ad will appear as a sticky 728x90 at the bottom of the screen. DCM HTML5 or 3rd-party tags cannot be accepted for this position.

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted for the 728x90 position.

For the sticky ad, advertisers must provide a JPG or GIF, and a click-through URL. No DCM HTML5 files or 3rd-party tags can be accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.



The **AAP.org website** is the Academy's flagship web site for healthcare professionals. Ads are included in the member-only area, MyAAP, as well as on the public areas of the site.

Page views: 300,000 per month (250,000 U.S.-only)

RUN OF SITE (ROS) WEB SITE RATES

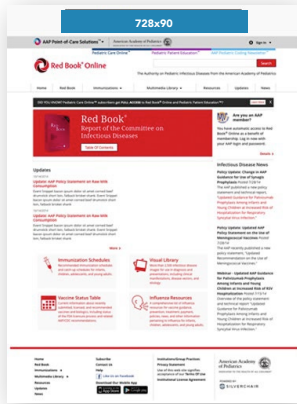
| | |
|-------------------------|----------|
| US-targeted | \$65 CPM |
| Ex-US targeted | \$75 CPM |
| State/province targeted | \$75 CPM |

MECHANICAL SPECIFICATIONS

| | |
|----------------|--------------|
| 728x90 pixels | 200 KB limit |
| 300x250 pixels | 200 KB limit |
| 320x50 pixels | 100 KB limit |

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



The **AAP Redbook Online website** is the report of AAP's Committee on Infectious Diseases.

Page views: 140,000 per month (80,000 U.S.-only)

RUN OF SITE (ROS) WEB SITE RATES

| | |
|-------------------------|-----------|
| US-targeted | \$100 CPM |
| Ex-US targeted | \$100 CPM |
| State/province targeted | \$100 CPM |

MECHANICAL SPECIFICATIONS

| | |
|----------------|--------------|
| 728x90 pixels | 200 KB limit |
| 300x250 pixels | 200 KB limit |

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



The **AAP Pediatrics Coding Newsletter website** gives practical and accurate solutions to answer most urgent pediatric coding questions.

Page views: 8,000 per month

RUN OF SITE (ROS) WEB SITE RATES

| | |
|-------------------------|-----------|
| US-targeted | \$100 CPM |
| Ex-US targeted | \$100 CPM |
| State/province targeted | \$100 CPM |

MECHANICAL SPECIFICATIONS

| | |
|----------------|--------------|
| 728x90 pixels | 200 KB limit |
| 300x250 pixels | 200 KB limit |

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#) or contact the production manager.



Each month, the AAP publishes select video abstracts of articles appearing in Pediatrics featuring **pre-roll videos**. There are 10-15 new video abstracts published each month that may include an advertiser's video. The advertiser's video message would appear for one month on the new video abstracts that are launched during the selected month.



Views: 10,000 per month

VIDEO RATES

| | |
|---------|-------------|
| Monthly | \$5,000 net |
|---------|-------------|

REQUIRED FILES

Advertisers must provide either a 6-second non-skippable video, or a 15-to-30-second ad which will be skippable after 6 seconds. Videos must be 24-30 FPS, provided as VAST files, a 16:9 aspect ratio, and adhere to all IAB guidelines.

Email advertising



The **AAP News On Call email** is sent weekly to AAP Members (opt-out). Each edition contains the top stories from the previous few days on AAP News as well as new and updated policy statements and additional important information that pediatricians typically seek out on AAP.org.

Open rate: 25.00%

EMAIL RATES

| Position | Cost |
|----------------|-----------------------|
| 728x90 pixels | \$4,000 net per month |
| 300x250 pixels | \$4,000 net per month |

MECHANICAL SPECIFICATIONS

| | |
|----------------|------------|
| 728x90 pixels | 50KB limit |
| 300x250 pixels | |

EMAIL DISTRIBUTION

| Edition | Sends (per week) |
|--------------------------|--------------------|
| Monday edition | 62,000 AAP members |
| Thursday edition (COVID) | 62,000 AAP members |

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AAP Publication eTOC alerts** are sent every month to opt-in recipients. The AAP publications that have eAlerts available for advertising are *Pediatrics*, *Pediatrics in Review*, *Hospital Pediatrics*, *AAP Grand Rounds*, and *NeoReviews*. Each eAlert includes publish-ahead-of-print (daily releases) and table-of-contents (links to live content) alerts. Users may select to receive these on a weekly or daily basis.

EMAIL RATES

| Position | Cost per publication |
|----------------------|-----------------------|
| Top 728x90 pixels | \$3,000 net per month |
| Bottom 728x90 pixels | \$3,000 net per month |

MECHANICAL SPECIFICATIONS

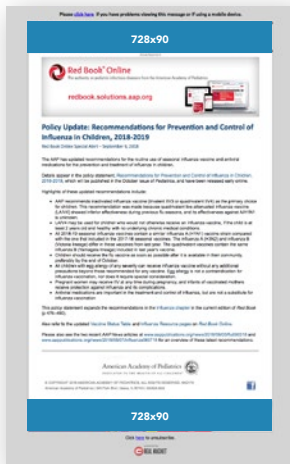
| | |
|---------------|------------|
| 728x90 pixels | 50KB limit |
|---------------|------------|

EMAIL DISTRIBUTION

| Edition | Sends |
|-----------------------------|---------|
| <i>Pediatrics</i> | 119,000 |
| <i>Pediatrics in Review</i> | 50,000 |
| <i>Hospital Pediatrics</i> | 63,000 |
| AAP Grand Rounds | 67,000 |
| NeoReviews | 68,000 |

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AAP Red Book Online email** is delivered directly to professional and infectious disease subscribers. Frequency is dependent on when “breaking” news occurs, but averages two emails per month. Emails contain topics such as news, outbreaks and vaccines.

Total sent: 80,000 per email

Open rate: 25.00%

EMAIL RATES

| Position | Cost |
|----------------------|-----------------------|
| Top 728x90 pixels | \$3,000 net per month |
| Bottom 728x90 pixels | \$3,000 net per month |

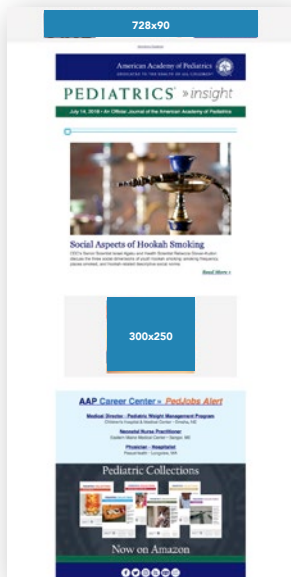
MECHANICAL SPECIFICATIONS

| | |
|---------------|------------|
| 728x90 pixels | 50KB limit |
|---------------|------------|

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

Email advertising



The **AAP Insight emails** are opt-out alerts showcasing studies from the chosen publication, selected by the editors as having potentially high impact on clinical practice.

Open rate: Varies, on average 27.00%

EMAIL RATES

| Position | Cost (<i>Pediatrics</i>) | Cost (other journals) |
|----------------|----------------------------|-----------------------|
| 728x90 pixels | \$4,000 net/mo | \$3,000 net/mo |
| 300x250 pixels | \$4,000 net/mo | \$3,000 net/mo |

MECHANICAL SPECIFICATIONS

| | |
|----------------|------------|
| 728x90 pixels | 50KB limit |
| 300x250 pixels | |

EMAIL DISTRIBUTION

| Edition | Sends |
|-----------------------------|----------------|
| <i>Pediatrics</i> | 80,000 weekly |
| <i>Pediatrics in Review</i> | 30,000 monthly |
| <i>Hospital Pediatrics</i> | 2,300 monthly |
| AAP Grand Rounds | 12,000 monthly |
| NeoReviews | 4,000 monthly |

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **Pediatric Coding Newsletter email** is sent monthly (beginning of month) to targeted coding/billing professionals. Emails contain topics such as payment news and webinars, as well as the new issue of the Coding newsletter.

Total sent: 1,500 per email

Open rate: 25.00%

EMAIL RATES

| Position | Cost per publication |
|----------------|----------------------|
| 728x90 pixels | \$500 net per month |
| 160x600 pixels | \$500 net per month |

MECHANICAL SPECIFICATIONS

| | |
|----------------|------------|
| 728x90 pixels | 50KB limit |
| 160x600 pixels | |

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **Healthy Children Update** provides information about what's new and happening on HealthyChildren.org, the official AAP website for parents. There is a professional version as well as a version edited for parents.

Total sent: 100,000 professionals (including all AAP members), 90,000 consumers (in English and Spanish) per email

Open rate: 20.00%

EMAIL RATES

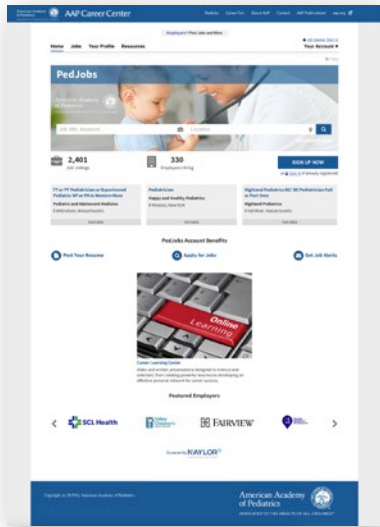
| Position | Cost per publication |
|----------------|-----------------------|
| 728x90 pixels | \$3,000 net per month |
| 160x600 pixels | \$3,000 net per month |

MECHANICAL SPECIFICATIONS

| | |
|----------------|------------|
| 728x90 pixels | 50KB limit |
| 160x600 pixels | |

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **AAP Career Center (pedjobs.org)** is the official job board of the AAP.

Robust job search filters, mobile optimization, customizable alerts, and the TopResume® tool are just some of the many reasons PedJobs is the go-to job board for members of the AAP. Pediatricians seeking new opportunities in general and subspecialty pediatrics in nearly every practice setting choose PedJobs.

Page views: 69,000 (11,000 unique) per month

Resumes: 69,000 per month

Jobs: 2,000 per month

ONLINE LINE AD RATES

| Placement | Cost |
|-----------|-------------|
| 30 days | \$430 net |
| 60 days | \$835 net |
| 90 days | \$1,220 net |

There are four ways to upgrade job listings...

1 Featured Job Postings increase visibility in *Pediatrics* and *AAP News*, both of which are distributed to all AAP Members. All featured postings appear on the job seekers' home page for 30 days and are flagged on the search results page.

FEATURED AD RATES

| | |
|---------|-----------|
| 30 days | \$225 net |
|---------|-----------|

2 Featured Employer is a comprehensive self-service branding solution designed to attract maximum exposure from the best industry talent at PedJobs. Corporate logo will appear on the job seeker home page, the job search results pages, and on each of your job postings, all linking directly to a featured employer profile.

FEATURED EMPLOYER RATES

| | |
|---------|-------------|
| 30 days | \$510 net |
| 60 days | \$1,005 net |
| 90 days | \$1,500 net |

3 Network Distribution is a unique way to broadcast local postings to a wider job seeker audience on relevant sites within the National Healthcare Career Network.

NETWORK DISTRIBUTION AD RATES

| | |
|---------------|-----------|
| 1 job posting | \$200 net |
|---------------|-----------|

4 AAP Insight emails are an opt-out alert with bi-weekly distribution. Featured ads appear above email content and link directly to the job posting.

EMAIL RATES

| | |
|-----------------|-----------|
| 1 month | \$300 net |
| 3 month package | \$425 net |

EMAIL DISTRIBUTION

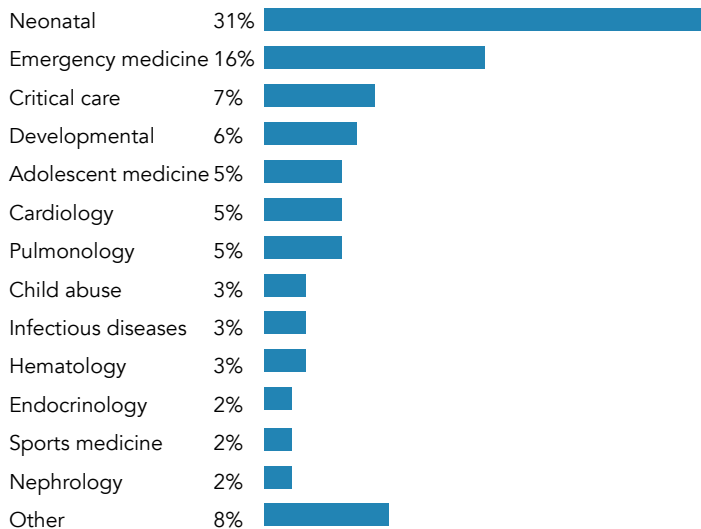
| Edition | Sends |
|-----------------------------|------------------------|
| <i>Pediatrics</i> | 80,000 (twice monthly) |
| <i>Pediatrics in Review</i> | 30,000 |
| <i>Hospital Pediatrics</i> | 2,300 |
| AAP Grand Rounds | 12,000 |
| NeoReviews | 4,000 |

AAP Member Data*

PROFESSIONAL DESCRIPTION



PRIMARY SUBSPECIALIZATION AREA



MEMBERSHIP LENGTH



AGE*

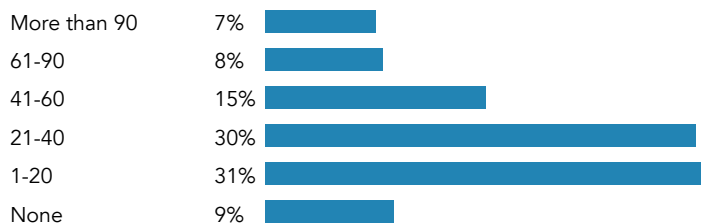


*The AAP has a pipeline of younger members. Overall the distribution of members per age category is more balanced than many other health care organizations.

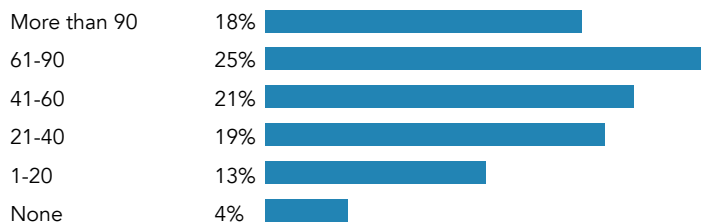
GENDER



PRESCRIPTIONS WRITTEN PER WEEK



PATIENTS SEEN PER WEEK



*May 2018, Research USA.

Acceptance of Advertising

All advertising is subject to publisher's approval. The AAP reserves the right to accept, reject, or cancel any advertisement at any time if it is deemed not to be in keeping with the publication's standards and to evaluate ad copy to ensure that it does not contain misleading statements or information contrary to AAP policy. All advertisements must clearly identify the advertiser and the product or service being offered and must be clearly identifiable to the reader as advertisements. Drug advertisements must include the full generic name of each active ingredient, and all must be listed for nutritional products. An analysis of contents must be included in advertisements for infant formula.

Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references. Articles accepted for publication but not yet published may also be used, but the name and date of issue of the journal involved must be furnished. Statements based on material approved by the FDA for the package insert are acceptable; documentation based on scientific exhibits or personal communications are not acceptable; all promotional claims must have complete citations.

Frequency rates must be earned within 12 consecutive months, starting with the first insertion. Publisher reserves the right to increase advertising rates with proper notice and subject to government regulations. Contracts may be cancelled at the time the rate change becomes effective without incurring a shortage adjustment. In consideration for acceptance of any advertisement for publication, the agency and advertiser agree to indemnify and save the AAP from harm and against any losses or expenses arising out of publication of such advertisement, including, without limitation, those resulting from such claims based on the contents, claims or subject matter of such advertisement.

All run-of-book print ads in *AAP News* and *Pediatrics* will be included in the digital editions of *AAP News* and *Pediatrics* unless specifically directed otherwise on each advertiser's monthly insertion order.

Agency/Advertiser Requirements

No contract will be held without a signed insertion order. Orders must include the flight dates and special instructions.

All contracts are non-cancellable unless FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

AAP reserves the right to approve all ad creatives that will run on any AAP web site. AAP reserves the right to reject any creative that does not follow AAP's specifications.

Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

Earned Rate Discount

Frequency rates are based on insertion orders submitted. If the submitted rate is not attained within the calendar year, clients will be re-rated to the frequency rate which has been attained. Clients will be required to remit the difference within 30 days of receipt of invoice.

There are no rebates should a greater frequency rate be attained over what has been contracted, credit will only be given on future advertising placed.

Combination Rate Discount

Based upon accumulated space during a 12 month period. Advertisers running in both *AAP News* and *Pediatrics*, may take 25% off the rate for each ad.

Agency Commission (15%)

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are noncommissionable.



The Walchli Tauber Group, Inc.

The Walchli Tauber Group is a successful publisher's representation firm that specializes in collaborating with scientific and medical societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse medical offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical societies and medical publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical conferences, meetings, and symposia.

