

2021

Print Edition Rate Card
Effective January 1, 2021

JAMA

Offerings Include:

- Patient Page Publication
- *Selections*
A supplement of curated articles on a therapeutic topic
- Microsites

Contact Account Manager
for Information

Contacts

Editor

Howard C. Bauchner, MD
Boston University School of Medicine

Insertion Order or Billing Questions

Denise Steinhauser

(312) 464-2455
denise.steinhauser@ama-assn.org

Production Questions

Michael Deegan

(312) 464-2401
Michael.Deegan@ama-assn.org

Please include in the email the specific issue of *JAMA* in which your ad is running. (Note: *JAMA* is a weekly.)

Display + Online Advertising

Pharmaceutical | Device

(862) 261-9600

Maureen Reichert

maureen.reichert@ama-assn.org
(862) 261-9616

Nancy Souza

nancy.souza@ama-assn.org
(862) 261-9615

Jeff Bonistalli

Director of Advertising Pharmaceutical & Devices
jeff.bonistalli@ama-assn.org

Health Systems Branding | Products and Service | CME

Recruitment Advertising

(800) 262-2260 | (312) 464-5909 Fax
Recruitment@jamanetwork.com

Thalia Moss

thalia.moss@jamanetwork.com

Anna Frazier

Director of Advertising Health Systems & Recruitment
anna.frazier@jamanetwork.com

Domestic Subscription Rates

(800) 262-2350

Online Site Licensing

(312) 464-4371

Reprints

JAMA, *JAMA Cardiology*, *JAMA Internal Medicine*,
JAMA Ophthalmology, *JAMA Neurology*, *JAMA Oncology*,
JAMA Psychiatry and *JAMA Network Open*

Marsha Fogler, Account Manager

JAMA Network Reprint Sales
Marsha.Fogler@jamanetwork.com
USA: 1-800-482-1450
Rest of World: 1-856-489-4446

JAMA Dermatology, *JAMA Otolaryngology-Head & Neck Surgery*,
JAMA Pediatrics, *JAMA Surgery*, and *JAMA Network Open*

Rachel Sisholtz

JAMA Network Reprint Sales
Rachel.Sisholtz@jamanetwork.com
USA: 1-800-482-1450
Rest of World: 1-856-489-4446

General Inquiries and Non-Profit Organization requests:

JAMA Network Reprints Communications
reprints@jamanetwork.com

Requests from non-profit organizations, AMA members, medical societies, and academic institutions.

Rates

1. Effective Date and Discounts

- a) **Effective Rate Date:** January 1, 2021
- b) **Agency Commission:** 15% discount will apply to all orders.
- c) **Short-Rates and Rebates:** Advertisers will be short-rated if they do not use the amount of space upon which their advertising has been billed during the 12-month contract period. Money will be rebated if they earn a higher frequency rate.
- d) **First-time Advertisers:** First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call Advertising Services at (312) 464-2455 for assistance and credit approval information.

2. Earned Rates

- a) **Policy:** Rates are subject to change upon 60 days notice to current advertisers. Full ROB pages, fractionals, and insert pages each count as one time toward the earned frequency during one contract year. Space purchased by a parent company and its subsidiaries may be combined for computation of the earned rate.
- b) **Combined Frequency Savings:** All pages in *JAMA* and the *JAMA* Specialty journals combine to determine an advertiser's earned frequency level.
- c) **Prescribing Information (PI)/Important Safety Information (ISI) Discount:** Advertisers earn a 50% discount beginning with the 3rd PI/ISI page. Excluding demos.
- d) **Advertiser Savings Program Guidelines:** The Advertiser Savings Program is effective with January 2021 insertion orders.

| Incentive Level | Savings | |
|----------------------------|---------|-----------------|
| | Rate | Minimum Savings |
| \$300,000 to \$500,000 | 1% | \$3,000 |
| \$500,001 to \$1,000,000 | 2% | \$10,000 |
| \$1,000,001 to \$1,500,000 | 3% | \$30,000 |
| \$1,500,001 to \$2,000,000 | 3.5% | \$52,500 |
| \$2,000,001 to \$2,500,000 | 4% | \$80,000 |
| \$2,500,001 to \$3,000,000 | 4.5% | \$112,500 |
| \$3,000,001 to \$3,500,000 | 5% | \$150,000 |

- The 2021 Advertiser Savings Program is based on an advertiser's 2020 gross advertising in all of the American Medical Association's (AMA) print and digital media, except covertsips.
- The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. This combined earned frequency policy is outlined in Section 2b of this rate card. This program does not apply to the purchasing agency spend; only recognized advertiser parent companies and their subsidiaries earn savings in the Advertiser Savings Program.

e) Product Continuity Program: The *JAMA* Product Continuity (PC) Program is a product insertion program that begins with January 2021 insertions. The program begins with a minimum of 12 product insertions in *JAMA*.

| Level | Minimum JAMA Insertions | Free Insertions |
|-------|-------------------------|-----------------|
| 1 | 12 | 1 Free |
| 2 | 15 | 3 Free |

Program Components

The minimum insertion level must be reached before the free insertion(s) can be realized. Free insertions do not go toward earned frequency rate. One full page is the minimum insertion size.

Product Continuity Program Launch Component

If you have a new product, and it launches into the marketplace after January, you can still take advantage of the free insertions generated by the PC Program. Contact an Account Manager for details.

Note: JAMA is one of the most widely circulated journals in the world. Advertisers have several opportunities to reach their physician targets:

- The **Full Circulation** 293,212
- The **Primary-Care + Cardiology Demo** (reaching Family Medicine, General Practice, Internal Medicine, Osteopaths, and Cardiologists) 163,344
- The **HIV Demo** (reaching Infectious Disease, Pulmonary Disease, and select internists in the field) 20,225
- The **Rheumatology Demo** (reaching rheumatologists, primary-care physicians, and other specialists prescribing rheumatology drugs) 20,068
- The **Cardiology Demo** (reaching the universe of physicians in cardiovascular medicine) 16,007
- Provide a **list to match** against the circulation or matching by specialty(ies) or by state. To create your own unique demo see page 9 for physician specialties. **For more information contact an Account Manager at (862) 261-9600.**

3. Rates for Calendar Year 2021

a) Full Circulation, Run of Book Advertising*

| FREQ | 1p | 2/3p | 1/2p | 1/3p | 1/4p | 1/6p |
|------|--------|--------|--------|-------|-------|-------|
| 1 | 15,873 | 13,799 | 10,792 | 8,092 | 5,707 | 4,048 |
| 6 | 15,242 | 13,267 | 10,368 | 7,780 | 5,489 | 3,883 |
| 12 | 14,593 | 12,696 | 9,932 | 7,443 | 5,254 | 3,718 |
| 24 | 14,439 | 12,564 | 9,818 | 7,363 | 5,193 | 3,690 |
| 36 | 13,875 | 12,071 | 9,430 | 7,070 | 4,997 | 3,542 |
| 48 | 13,536 | 11,769 | 9,200 | 6,895 | 4,866 | 3,447 |
| 72 | 13,424 | 11,671 | | | | |

* These rates do not apply for inserts.

b) Primary Care + Cardiology Edition, Run of Book Advertising*

| FREQ | 1p | 2/3p | 1/2p | 1/3p | 1/4p | 1/6p |
|------|--------|--------|-------|-------|-------|-------|
| 1 | 13,488 | 11,726 | 9,169 | 6,875 | 4,850 | 3,436 |
| 6 | 12,945 | 11,275 | 8,814 | 6,611 | 4,665 | 3,299 |
| 12 | 12,400 | 10,789 | 8,437 | 6,322 | 4,466 | 3,164 |
| 24 | 12,268 | 10,679 | 8,344 | 6,255 | 4,410 | 3,132 |
| 36 | 11,848 | 10,303 | 8,052 | 6,035 | 4,270 | 3,025 |
| 48 | 11,501 | 10,001 | 7,815 | 5,856 | 4,135 | 2,929 |
| 72 | 11,428 | 9,939 | | | | |

c) HIV Demo

Black and White Run of Book Rates

| FREQ | 1p | 2/3p |
|------|-------|-------|
| 1 | 2,830 | 1,210 |
| 6 | 2,732 | 1,162 |
| 12 | 2,632 | 1,114 |
| 24 | 2,566 | 1,080 |
| 36 | 2,523 | 1,057 |
| 48 | 2,431 | 1,013 |
| 72 | 2,415 | 1,003 |

+ Color Charges

| | |
|--------------|-------|
| Matched | 670 |
| 2-Color | 505 |
| 3-Color | 1,425 |
| 4-Color | 1,425 |
| 5-Color | 2,080 |
| Metallic Ink | 1,640 |

d) Rheumatology Demo

Black and White Run of Book Rates

| FREQ | 1p | 2/3p |
|------|-------|-------|
| 1 | 3,707 | 2,224 |
| 6 | 3,581 | 2,147 |
| 12 | 3,460 | 2,076 |
| 24 | 3,344 | 2,003 |
| 36 | 3,229 | 1,937 |
| 48 | 3,119 | 1,871 |
| 72 | 3,014 | 1,807 |

+ Color Charges

| | |
|--------------|-------|
| Matched | 685 |
| 2-Color | 520 |
| 3-Color | 1,455 |
| 4-Color | 1,455 |
| 5-Color | 2,120 |
| Metallic Ink | 1,645 |

e) Cardiology Demo

Black and White Run of Book Rates

| FREQ | 1p | 2/3p |
|------|-------|-------|
| 1 | 2,884 | 1,730 |
| 6 | 2,784 | 1,672 |
| 12 | 2,683 | 1,611 |
| 24 | 2,620 | 1,573 |
| 36 | 2,573 | 1,541 |
| 48 | 2,478 | 1,491 |
| 72 | 2,462 | 1,476 |

+ Color Charges

| | |
|--------------|-------|
| Matched | 685 |
| 2-Color | 520 |
| 3-Color | 1,455 |
| 4-Color | 1,455 |
| 5-Color | 2,120 |
| Metallic Ink | 1,645 |

Insert Rates

Demographic insert rates are calculated by the black and white page rate times the number of insert pages plus mechanical charge (\$550). For insert quantities, please contact production services or your Account Manager.

Note: P.I. discount does not apply

4. Color

Color Charge per page or fraction

| <i>B/W Rate Plus</i> | FULL CIRCULATION | PRIMARY CARE + |
|----------------------|-------------------------|-----------------------|
| Matched Color | 1,580 | 1,335 |
| 2 Color | 1,180 | 1,005 |
| 3 Color | 3,385 | 2,850 |
| 4 Color | 3,385 | 2,850 |
| 5 Color | 4,925 | 4,155 |
| Metallic Ink | 1,935 | 1,645 |

The 4-color rate applies to ad units with two standard and/or matched colors.

5. Bleed

No charge

6. Covers and Positions

a) Covers

| <i>4C Rate Plus</i> | |
|---------------------|-------|
| 2nd Cover | 3,990 |
| 4th Cover | 5,690 |

b) Positions

Note: *Competitive ad separation may not be available when utilizing a premium position.*

| <i>B/W Rate Plus</i> | |
|-----------------------------------|-------|
| Opp 1 st In This Issue | 1,000 |
| Opp 2 nd In This Issue | 1,000 |
| Preceding Staff List | 1,000 |
| Following Staff List | 1,000 |
| Preceding Medical News | 1,000 |
| Opp 1 st Reading | 1,000 |

Use of 4-color is mandatory on 2nd and 4th covers.

Insert Rates and Information

7. Availability and Acceptance

Availability: The AMA reserves the right to select the issues of insert placement.

8. Circulation Selections

a) For any custom demographic editions please call Advertising Services (312) 464-2455 for a written price quote.

b) **Mechanical Charges:** All insert mechanical and production charges are included in all the rates below.

c) **Plate Change Charge:** All inserts that contain a trailing page of ROB (run of book) will incur a plate change charge. Please call your sales representative for more information and a quote.

9. Sizes and Specifications

2 page: 8-1/8 in x 10-3/4 in (single leaf).

4 page: 16-1/4 in x 10-3/4 in folds to 8-1/8 in x 10-3/4 in.

6 page: 2-page piece (see above for size) should be glued (interleaved) inside the 4-page unit.

For inserts greater than 6 pages, contact publisher for specifications.

Stock: All inserts are subject to publisher's approval. 80# stock preferred. For BRCs, please see your sales representative for more information.

10. Trimming

Inserts jog to the foot. Inserts trim to finished size of the book: 7-7/8 in x 10-1/2 in.

Trimming: 1/8 in off all 4 sides.

Margin for live matter: 3/8 in from trim edge.

11. Quantity

Insert quantity for special demos is determined by the circulation. Please refer to the following circulation ranges to determine the required insert quantity:

0-25,000 = 20%

25,001-50,000 = 15%

50,001-100,000 = 10%

Over 100,000 = 7%

For additional information, please contact the production dept.

Issues and Closing Dates

| ISSUE DATE | CYCLE | CLOSING DATE | MATERIALS DATE | ISSUE DATE | CYCLE | CLOSING DATE | MATERIALS DATE |
|------------|-------|--------------|----------------|-------------|-------|--------------|----------------|
| 1/5/21 | 1 | 12/3/20 | 12/11/20 | 7/6/21 | 1 | 6/3/21 | 6/11/21 |
| 1/12/21 | 2 | 12/10/20 | 12/18/20 | 7/13/21 | 2 | 6/10/21 | 6/18/21 |
| 1/19/21 | 3 | 12/17/20 | 12/23/20 | 7/20/21 | 3 | 6/17/21 | 6/25/21 |
| 1/26/21 | 4 | 12/23/20 | 1/4/21 | 7/27/21 | 4 | 6/24/21 | 7/2/21 |
| 2/2/21 | 1 | 12/30/20 | 1/8/21 | 8/3/21 | 1 | 7/1/21 | 7/9/21 |
| 2/9/21 | 2 | 1/7/21 | 1/15/21 | 8/10/21 | 2 | 7/8/21 | 7/16/21 |
| 2/16/21 | 3 | 1/14/21 | 1/22/21 | 8/17/21 | 3 | 7/15/21 | 7/23/21 |
| 2/23/21 | 4 | 1/21/21 | 1/29/21 | 8/24-31/21 | 4 | 7/22/21 | 7/30/21 |
| 3/2/21 | 1 | 1/28/21 | 2/5/21 | 9/7/21 | 1 | 8/5/21 | 8/13/21 |
| 3/9/21 | 2 | 2/4/21 | 2/12/21 | 9/14/21 | 2 | 8/12/21 | 8/20/21 |
| 3/16/21 | 3 | 2/11/21 | 2/19/21 | 9/21/21 | 3 | 8/19/21 | 8/27/21 |
| 3/23-30/21 | 4 | 2/18/21 | 2/26/21 | 9/28/21 | 4 | 8/26/21 | 9/3/21 |
| 4/6/21 | 1 | 3/4/21 | 3/12/21 | 10/5/21 | 1 | 9/2/21 | 9/10/21 |
| 4/13/21 | 2 | 3/11/21 | 3/19/21 | 10/12/21 | 2 | 9/9/21 | 9/17/21 |
| 4/20/21 | 3 | 3/18/21 | 3/26/21 | 10/19/21 | 3 | 9/16/21 | 9/24/21 |
| 4/27/21 | 4 | 3/25/21 | 4/2/21 | 10/26/21 | 4 | 9/23/21 | 10/1/21 |
| 5/4/21 | 1 | 4/1/21 | 4/9/21 | 11/2/21 | 1 | 9/30/21 | 10/8/21 |
| 5/11/21 | 2 | 4/8/21 | 4/16/21 | 11/9/21 | 2 | 10/7/21 | 10/15/21 |
| 5/18/21 | 3 | 4/15/21 | 4/23/21 | 11/16/21 | 3 | 10/14/21 | 10/22/21 |
| 5/25/21 | 4 | 4/22/21 | 4/30/21 | 11/23-30/21 | 4 | 10/21/21 | 10/29/21 |
| 6/1/21 | 1 | 4/29/21 | 5/7/21 | 12/7/21 | 1 | 11/4/21 | 11/12/21 |
| 6/8/21 | 2 | 5/6/21 | 5/14/21 | 12/14/21 | 2 | 11/11/21 | 11/19/21 |
| 6/15/21 | 3 | 5/13/21 | 5/21/21 | 12/21/21 | 3 | 11/18/21 | 11/24/21 |
| 6/22-29/21 | 4 | 5/20/21 | 5/28/21 | 12/28/21 | 4 | 11/24/21 | 12/3/21 |

13. Shipping Insert

All inserts must be clearly marked as to journal, issue date(s) and quantity per issue and attach a sample to each carton:

Loretta Hedrick
JAMA (issue date)
Quad Graphics, Inc.
1900 W. Sumner Street
Hartford, WI 53027

Appointments for delivery of inserts are required. Please call (414) 566-2100 at least 24 hours in advance to schedule.

Inserts should be shipped in telescopic cartons (T-boxes). 2 Page Inserts stack head to head. Stack all other inserts with approximately 50 head to foot, and then 50 foot to head. Place a sheet of corrugated cardboard every 4-5 inches within stacks of inserts or Pack inserts in standard cartons with 50 head to foot and then 50 foot to head. Do not shrink wrap or slip sheet between each book or item.

14. Disposition of Material

Contact *Production Services* at (312) 464-5713 if you do not want excess inserts destroyed—there may be a storage charge for holding excess inserts.

15. First Issue

January 1, 2020

16. Frequency

48 times per year

17. Issue Dates

First 4 Tuesdays of each month. The year is divided into 4 cycles for 2nd cover, 4th cover, and other special positions.

18. Mailing Date

Entered as periodical class mail at up to 250 nationwide postal entry points.

19. Insertion Orders

Insertion orders are due 35 days (5 weeks) prior to the issue date. Please send to:

Advertising Services, 41st Floor
American Medical Association
330 North Wabash Ave.
Suite 39300
Chicago, IL 60611-5885

or fax to (312) 464-5840. Please confirm all cancellations in writing, prior to the closing date. For questions regarding insertion orders call *Advertising Services* at (312) 464-2455.

20. Ad Material/Inserts Closing Dates

Digital files and inserts are due 28 days (4 weeks) prior to issue date. Extensions may be granted, if requested prior to Closing Date, by contacting *Production Services* at (312) 464-5713.

Editorial

21. Clinical Features Useful to the Practicing Physician

Every issue of *JAMA* contains a variety of the following clinically useful articles, including Original Contributions, Review Articles, Clinical Crossroads, Clinical Review, Grand Rounds, Rational Clinical Examination, Viewpoints, and Commentaries. Each week, clinically relevant articles are featured in the section, Clinician's Corner, and for online Continuing Medical Education.

22. Other Useful Features

- A reader-friendly design
- Full-text, email alerts, topic collections, audio commentaries, video, and Continuing Medical Education available online at www.jama.com
- The Patient Page, summarizing new medical information for physicians to give to their patients
- Medical News and Perspectives

23. Editorial Objectives

To promote the science and art of medicine and the betterment of the public health

Critical Objectives

1. To maintain the highest standards of editorial integrity independent of any special interests
2. To publish original, important, well-documented, peer-reviewed articles on a diverse range of medical topics
3. To provide physicians with continuing education in basic and clinical science to support informed clinical decisions
4. To enable physicians to remain informed in multiple areas of medicine, including developments in fields other than their own
5. To improve health and health care internationally by elevating the quality of medical care, disease prevention, and research
6. To foster responsible and balanced debate on issues that affect medicine and health care
7. To anticipate important issues and trends in medicine and health care
8. To inform readers about nonclinical aspects of medicine and public health, including the political, philosophic, ethical, legal, environmental, economic, historical, and cultural
9. To recognize that, in addition to these specific objectives, *The Journal* has a social responsibility to improve the total human condition and to promote the integrity of science
10. To achieve the highest level of ethical medical journalism and to produce a publication that is timely, credible, and enjoyable to read

24. Average Issue Information

- a) **Average Number of Articles per Issue:** 10-12 Major articles/papers, 13 Features and departments
- b) **Average Paid Ad Pages per Issue:** 56
- c) **Average Editorial Pages per Issue:** 92
- d) **Average Folio Size:** 152
- e) **Ad/Edit Ratio:** 34%/66%

25. Origin of Editorial

- a) **Submitted:** Approximately 7,400 manuscripts
- b) **Acceptance Rate:** 10% of unsolicited manuscripts
- c) **Peer Review:** Approximately 3,960 peer reviewers review *JAMA's* manuscripts each year. Most often *JAMA's* manuscripts are sent to 3 peer reviewers.
- d) **Impact Factor:** *JAMA's* impact factor is 45.54

Circulation

26. Description of Circulation Parameters

JAMA is received by physicians in 222 specialties. For a detailed breakout of JAMA's circulation, please refer to Section 29.

27. Demographic Selection Criteria

List matching available.

28. Circulation Verification

Audit: BPA Audit, July 2020

Inking: AAAA offset standard

29. Projected Circulation

| SPECIALTY | CODE | OFFICE | HOSPITAL | TPC |
|------------------------------------|------|--------|----------|----------------|
| Family Medicine | FM | 50,911 | 5,441 | 56,352 |
| General Practice | GP | 1,588 | 89 | 1,677 |
| Internal Medicine | IM | 59,964 | 12,550 | 72,514 |
| Osteopath | DO | 16,310 | 484 | 16,794 |
| Cardiovascular Dis | CD | 13,628 | 2,379 | 16,007 |
| JAMA Estimated Mini Edition | | | | 163,344 |

FULL RUN INCLUDES MINI AND THESE SPECIALISTS:

| | | | | |
|-------------------------|-----|-------|-------|-------|
| Addiction Med | ADM | 42 | 9 | 51 |
| Aerospace Med | AM | 10 | 13 | 23 |
| Allergy | A | 44 | 2 | 46 |
| Allergy & Immno | AI | 410 | 54 | 464 |
| Anes, Crit Care | CCA | 84 | 78 | 162 |
| Anesthesiology | AN | 2,281 | 1,438 | 3,719 |
| Critical Care Med | CCM | 110 | 103 | 213 |
| Dermatology | D | 1,825 | 347 | 2,172 |
| Diabetes | DIA | 15 | 4 | 19 |
| Emergency Med | EM | 1,208 | 1,656 | 2,864 |
| Endocrinology | END | 2,700 | 256 | 2,956 |
| FPS, OTO | FPS | 72 | 6 | 78 |
| FP, Geriatric Med | FPG | 87 | 74 | 161 |
| Gastroenterology | GE | 1,136 | 395 | 1,531 |
| Gen Surgery | GS | 1,893 | 2,413 | 4,306 |
| Gynecological Oncology | GO | 54 | 32 | 86 |
| Gynecology | GYN | 163 | 16 | 179 |
| IM, Geriatrics | IMG | 305 | 116 | 421 |
| Infectious Disease | ID | 4,602 | 1,351 | 5,953 |
| Maternal & Fetal Med | MFM | 83 | 57 | 140 |
| Neonatal-Perinatal Med | NPM | 171 | 164 | 335 |
| Nephrology | NEP | 868 | 217 | 1,085 |
| Neurology | N | 1,073 | 549 | 1,622 |
| Neurology, Child | CHN | 48 | 96 | 144 |
| Obstetrics & Gynecology | OBG | 2,877 | 669 | 3,546 |
| Occupational Med | OM | 121 | 33 | 154 |
| Ophthalmology | OPH | 2,039 | 367 | 2,406 |

| SPECIALTY | CODE | OFFICE | HOSPITAL | TPC |
|-----------------------------|------|----------------|---------------|----------------|
| ORS, Ped Ortho | OP | 44 | 25 | 69 |
| ORS, Sports Med | OSM | 179 | 45 | 224 |
| Otolaryngology | OTO | 1,020 | 337 | 1,357 |
| Pathology,Anatomic/Clinical | PTH | 390 | 504 | 894 |
| Ped Cardiology | PDC | 79 | 105 | 184 |
| Ped Hem-Onc | PHO | 43 | 38 | 81 |
| Pediatrics | PD | 2,349 | 1,274 | 3,623 |
| Pharmacology, Clin | PA | 2 | - | 2 |
| Phs Med & Rehab | PM | 734 | 248 | 982 |
| Preventive Med, Gen | GPM | 87 | 59 | 146 |
| Psychiatry | P | 2,243 | 1,349 | 3,592 |
| Psychiatry, Child | CHP | 554 | 251 | 805 |
| Psychoanalysis | PYA | 9 | - | 9 |
| Pulmonary Disease | PUD | 2,860 | 592 | 3,452 |
| Radiology | R | 559 | 329 | 888 |
| Radiology, Diagnostic | DR | 910 | 885 | 1,795 |
| Radiation Oncology | RO | 414 | 263 | 677 |
| Reproductive Endo | REN | 132 | 23 | 155 |
| Rheumatology | RHU | 2,347 | 185 | 2,532 |
| Surgery, Plastic | PS | 660 | 109 | 769 |
| Surgery, Colon & Rectal | CRS | 198 | 44 | 242 |
| Surgery, Critical Care | CCS | 113 | 108 | 221 |
| Surgery, Head & Neck | HNS | 18 | 5 | 23 |
| Surgery, Neurological | NS | 601 | 280 | 881 |
| Surgery Orthopedic | ORS | 1,586 | 629 | 2,215 |
| Surgery, Pediatric | PDS | 53 | 48 | 101 |
| Surgery, Thoracic | TS | 308 | 194 | 502 |
| Surgery, Urological | U | 833 | 294 | 1,127 |
| Other Specialties | OS | 2,694 | 1,539 | 4,233 |
| Unspecified | US | 237 | 4,531 | 4,767 |
| Surgery, Vascular | VS | 328 | 112 | 440 |
| Sub-Total | | 189,287 | 45,852 | 235,169 |
| Students | --- | | | 15,990 |
| All Others | --- | | | 42,053 |
| Grand Total | | | | 293,212 |

Production Information

30. Requirements for Advertising

Acceptance Advertising is subject to approval by the AMA, which reserves the right to reject advertising deemed not in keeping with the publication's standards. Advertising orders are accepted subject to the terms and provisions of the current rate card, and the conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*. Contact your JAMA account manager for a copy of these principles, or find them on our web site at www.jama.com.

31. Ad Format and Placement Policy

No conditions, printed or otherwise, appearing on an insertion order, billing instruction, or copy instructions that conflict with the AMA's stated policies shall be binding on the publisher. Positioning of advertising is at the discretion of the publisher except when a preferred position has been confirmed in writing by *Advertising Services*. Advertisements are dispersed between and within selected editorial departments and are rotated fairly.

32. Services

- a) **Combination Earned Frequency:** See Section 2b
- b) **Advertiser Savings Program:** See Section 2d
- c) **Product Continuity Program:** See Section 2e
- d) **Online Availability:** JAMA is available full text online at www.jama.com

33. Health Systems and Recruitment Advertising

Director, Anna Frazier Phone: (800) 262-2260 Fax: (312) 464-5909, e-mail: Classifieds@jamanetwork.com

34. Domestic Subscriptions and Site Licensing

Saskia Bolore (312) 464-4371, e-mail: saskia.bolore@ama-assn.org

35. Ad Page Dimensions

| | Standard Width | Page Depth | Bleed Page Width | Depth |
|-------------------------|----------------|------------|------------------|-----------|
| 1 Page | 7 in | 10 in | 8-1/8 in | 10-3/4 in |
| Spread | | | 16 | 10-3/4 |
| 2/3 Page | 4-5/8 | 10 | 5-3/16 | 10-3/4 |
| 1/2 Page/ Vertical | 3-3/8 | 10 | 4 | 10-3/4 |
| 1/2 Page/ Horizontal | 7 | 4-7/8 | 8-1/4 | 5-1/4 |
| 1/3 Page/ vertical | 2-1/4 | 10 | 2-7/8 | 10-3/4 |
| 1/3 Page/ horizontal | 4-5/8 | 4-7/8 | | |
| 1/4 Page | 3-3/8 | 4-7/8 | | |
| 1/6 Page | 2-1/4 | 4-7/8 | | |

Trim size 7-7/8 in x 10-1/2 in. Keep live matter 1/4 in from trim. Half-page horizontal bleed bottom only.

36. Digital Ad Specifications

Digital Files

The preferred digital file format is:

- PDFX-1a

For processing of formats not listed, contact Debra Camp, Phone (312) 464-5713. Fax (312) 464-5840.

Digital Proofing

- Color proofs made from supplied files and meeting SWOP specifications must be provided with data files.
- Include 6 mm 100%, 75%, 50%, 25%, 5% C, M, Y, K patches on color proof.
- Black text and LW file are to be merged and overprint the 3/C underneath.
- Keep all registration marks, color bars, and crop lines outside of 4C bleed.

Instructions/Standards

- All images/scans and Pantone colors must be in CMYK mode.
- Four-color solids should not exceed SWOP density of 340%.
- When supplying digital ads in spread format, it is preferred they be sent as a spread rather than single pages.
- Single-page image area should be no more than trim plus bleed.
- Keep all registration marks, color bars, and crop lines outside of 4C bleed.
- All digital files will be retained for twelve months.

Labeling Requirements

- Issue date, advertiser name, and ad number.
- Agency name, agency contact, and phone number.
- Return address for materials. Discs can be returned to the agency after the ad, in its final form, has been digitally archived by the printer. Printer prefers to keep the original disc until the press run has been successfully completed.
- Directory printout of disc contents must be included.

37. Shipping Digital Files

Easiest way to send:

Email your ad (or the link) to Michael Deegan at Michael.Deegan@ama-assn.org Please include in the email the specific issue of JAMA in which your ad is running. (Note: JAMA is a weekly.)

Or, send digital files, progressive proof, SWOP standard color proof, conversion material, and color patches in wrapper marked with date of issue to:

Mike Strzyzewski/Imaging

(issue date)

Sussex BlueSoho

N64W23110 Main Street

Sussex, WI 53089

(262)-673-1494

mjstrzyzews@quad.com

38. Digital Rates and Placements

| Placement | Rate | 728 x 90 | 120 x 600 | 160 x 600 | 300 x 250 | 300 x 600 |
|--------------------------------|--------------|----------|-----------|-----------|-----------|-----------|
| Run of Site | \$85, CPM | X | X | X | X | X |
| Geo-Targeting | \$120, CPM | X | X | X | X | X |
| Affinity Targeting | \$225, CPM | X | X | X | X | X |
| Ads on Articles | \$130, CPM | X | | | X | X |
| Mobile | \$85, CPM | | | | X | X |
| Riser | \$130, CPM | X | | | | |
| Prestitials* | \$210, CPM | | | | X | |
| Email Alert**: e-ToC | \$6,000 Flat | X | | | | |
| Email Alert**: Online First | \$5,000 Flat | X | | | | |
| International ROS | \$100, CPM | X | X | X | X | X |

*Prestitial placements generally run a 300 x 250 banner; however, other ad units are possible once online services tests the unit for performance.

**Targeting also available by specialty. Contact Account Manager for information.

39. Available Placement Type Definition

| Placement | Definition |
|--------------------|--|
| Run of Site | Banner placements. Special targeting options available include: Geo-Targeting, User Content "Affinity," and Mobile only. |
| Geo-Targeting | Banners served based on visitor location, such as metro/zip code, city, region/state, or country. |
| Affinity Targeting | Banners served based on identified clinical/subject affinities of site visitors. |
| Ads on Articles | Banner placements only on Article content pages. |
| Mobile | Placement on Mobile/Smartphone screen sizes formatted using responsive design. |
| Riser | 728 x 90 placement on research content pages. Banner "rises" from bottom of page to float over content. |
| Prestitials | Sole banner placement within single position page that surfaces on page load. Page content is obscured to ensure maximum focus on centered banner placement. |
| Email Alerts | Top position placement on JAMA alert sent to subscribers. Alert types include <i>eTOC</i> , <i>Key Content</i> , and <i>Online First</i> . |

40. JAMA Cover Tip Advertising

- The issue, with cover tip, will be poly bagged (included in the price)
- Maximum circulation: 150,000
- Regular production deadlines apply (see rate card)
- Cover tips are subject to editorial approval
- Cover Tips over 1/4" thickness may be rejected or may need additional manufacturing
- Cover Tips with multiple pages must be tabbed closed. Do not use perforated tabs
- Cover Tips with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7" w x 5" h
- Minimum size: 4.5" w x 4" h
- Preferred Stock: 80# textbook
- Maximum Weight: 8pt or 120#
- Bleed 1/8" (7-1/4 x 5-1/4)
- Margin for live matter is 3/8" from trim edge
- Required Spoilage by Circulation:
 - 0-25,000 = 20%
 - 25,001-50,000 = 15%
 - 50,001-100,000 = 10%
 - Over 100,000 = 7%

Shipping information:

Denise Steinhauser (samples only)

American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

Loretta Hedrick (samples & materials)

JAMA (issue date)
Quad/Graphics, Inc.
1900 W. Sumner Street
Hartford, WI 53027

41. Poly Bagging of Advertising/Marketing Material

Advertisers may mail their materials with the publication inside a poly bag. Materials may include: outserts, dosage cards, sell sheets, and brochures. Materials will run off the back cover. An advertiser may choose the full circulation or use a list match.

Outsert specs

- The issue, with outsert, will be poly bagged (included in the price)
- Regular production deadlines apply (see rate card)
- Outserts are subject to editorial approval
- Outserts over 1/4" thickness may be rejected or may need additional manufacturing
- Outserts with multiple pages must be tabbed closed. Do not use perforated tabs
- Outserts with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7 7/8" x 10 3/4" (trimmed size of publication)
- Minimum Size: 4.5" x 4"
- Preferred Stock: 80# textbook
- Maximum Weight for 2 page outsert: 16 pt
- Required Spoilage by Circulation:
 - 0-25,000 = 20%
 - 25,001-50,000 = 15%
 - 50,001-100,000 = 10%
 - Over 100,000 = 7%

Shipping information:

Denise Steinhauser (samples only)

American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

Loretta Hedrick (samples & materials for JAMA only)

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