

# 2021

Print Edition Rate Card  
Effective January 1, 2021

**Offerings Include:**

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

Contact Account Manager  
for Information

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# Contacts

## Editor

Mary L. (Nora) Disis, MD, FACP  
Professor of Medicine  
University of Washington

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### Insertion Order or Billing Questions

**Denise Steinhauser**

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

### Production Questions

**Dan DeGroot**

(312) 464-4290  
daniel.degroot@ama-assn.org

### Display + Online

**Maureen Reichert**

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

**Nancy Souza**

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

One Upper Pond Road  
Bldg E  
Parsippany, NJ 07054-1114  
(862) 261-9600

### Health Systems & Recruitment Advertising

**Anna Frazier**

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

### Domestic Subscriptions and Site Licensing

**Saskia Bolore**

(312) 464-4371

### Reprints

**Marsha Fogler**

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

In April 2015, the JAMA Network launched *JAMA Oncology*, a peer-reviewed journal dedicated to all aspects of medical, radiation, and surgical oncology and its subspecialties. Led by Editor in Chief Mary L. (Nora) Disis, MD, FACP, of the University of Washington, *JAMA Oncology* publishes pivotal new findings and fosters productive debates that help clinicians and policy makers improve the lives of people with cancer. The journal's Impact Factor is 24.79.

#### Features Include:

- Leading clinical research
- Timely viewpoints and clinically relevant reviews
- Educational content for those engaged in oncology research, practice, and training
- Enhanced reader access through related commentary, author audio interviews, email alerts, Facebook, Twitter, other social media, and Topic Collections

## Publication Statistics

**Established:** 2015

**Editorial source:** peer-reviewed, original manuscripts

**Ad placement policy:** fair ad rotation front/back from issue to issue

## Advertising Policy

Advertising is subject to approval by the American Medical Association (AMA), which reserves the right to decline 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 conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*, which by this reference are made part of this rate card.

No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with AMA's stated policies shall be binding on publisher. Positioning of advertising is at discretion of the publisher, except when a preferred position has been confirmed in writing by Advertising Services. Conditions other than rates are subject to change by publisher without notice. All new advertisements should be faxed to Denise Steinhauser at (312) 464-5840 for approval.

## Short-Rates and Rebates

Advertisers will be short-rated if they do not attain the frequency upon which their advertising has been billed during the 12-month contract period. Advertisers will be rebated if they earn a more favorable frequency rate.

## Issue and Closing Dates

Published monthly. Mailed the first week of the month.

Issue	Space Due	Material Due
1/1/21	12/14/20	12/18/20
2/1/21	1/14/21	1/21/21
3/1/21	2/12/21	2/18/21
4/1/21	3/12/21	3/18/21
5/1/21	4/16/21	4/22/21
6/1/21	5/13/21	5/19/21
7/1/21	6/10/21	6/16/21
8/1/21	7/16/21	7/22/21
9/1/21	8/12/21	8/18/21
10/1/21	9/17/21	9/23/21
11/1/21	10/15/21	10/21/21
12/1/21	11/10/21	11/16/21

All space reservations and cancellations must be confirmed in writing prior to closing date. Mail or fax to:

*JAMA Oncology*  
Advertising Services, 41st Floor  
American Medical Association  
330 North Wabash Ave.  
Suite 39300  
Chicago, IL 60611-5885  
(312) 464-5840 Fax

## Circulation

**Field served:** physicians specializing in oncology, and others interested in the field.

**Qualified recipients:** office- or hospital-based MDs and DOs in the US, with a controlled primary specialty. Included are all PGY1+ residents and residency program directors. Personal written request is mandatory for physicians other than residents and program directors.

**Qualified list origin:** AMA Physician Masterfile

**Verification:** sworn statement

**Projected 2021 circulation:** 14,237

For details, see BPA circulation statement of 6-month period ended July 2021.

## Black & White

Rates apply to the calendar year and are subject to change upon 60 days notice from the publisher.

Freqs	1p	2/3p	1/2p	1/3p	1/4p	1/6p
1	3,888	3,305	2,721	2,333	1,269	952
6	3,821	3,248	2,674	2,293	1,269	952
12	3,754	3,192	2,628	2,252	1,269	952
24	3,687	3,134	2,582	2,212	1,269	952
36	3,632	3,087	2,542	2,179	1,269	952
48	3,565	3,030	2,495	2,139	1,269	952
72	3,498	3,030	2,495	2,139	1,269	952

Color	Additional
Matched Color	750
2-Color	750
3-Color	1500
4-Color	1500
5-Color	2310
Metallic inks	1645

No charge for bleed; 4-color rate applies to units with 2-process, standard, and/or matched colors. Call Advertising Services for availability of metallic inks, and 3- or 5-color process.

## Premium Positions

Special positions are available on a limited basis for ad units of one page or more. Position cancellations must be made at least 30 days prior to closing date to avoid the premium charge.

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

Position	Additional
2 <sup>nd</sup> Cover (4-Color mandatory)	1500
4 <sup>th</sup> Cover (4-Color mandatory)	2250
Opp 1st In This Issue	750
Opp 2nd In This Issue	750
Opp Staff List	750
Opp 1st Reading	750
Opp Original Research	750

## Insert Rates

Full-run insert rates are the B&W page rate times the number of insert pages.

## Digital Ad Specifications

### Digital Files

The preferred digital file format is:

- PDFX-1a

For processing of formats not listed, contact Dan DeGroot, Daniel.degroot@ama-assn.org, Phone (312) 464-4290.

Fax (312) 464-5840.

For closing dates see page 3.

### 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 300%.
- 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.

### Digital File (ROB Ads) Shipping Instructions

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

JAMA Oncology (issue date)

Sussex BlueSoho

N64W23110 Main Street

Sussex, WI 53089

Phone: (262)-673-1494

mjstrzyzews@quad.com

## Ad Page Dimensions

	Standard Page Width	Standard Page Depth	Bleed Page Width	Bleed Page Depth
1 Page	7 in	10 in	8-1/8 in	10-3/4 in
Spread			16-1/4	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.

## Insert Requirements

Send samples of insert stock to Production Services.

**2-page:** 8-1/8" x 10-3/4", trims to 7-7/8" x 10-1/2".

**4-page:** 16-1/4" x 10-3/4", folds to 8-1/8" x 10-3/4".

**6-page:** (adhere to the above specs) the 2-page piece should be glued (interleaved) inside the 4-page piece.

**Jog:** to foot.

**Trimming:** 1/8" off all 4 sides.

**Safety:** keep live matter 3/8" from trim.

**Stock:** Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# preferred.

**High-bulk stock:** subject to publisher's approval.

**BRCs:** not accepted.

**Required insert quantity:** contact production dept.

## 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:

### Melissa Hum

*JAMA Oncology* (issue date)

Quad/Graphics, Inc.

555 South 108th Street

West Allis, WI 53214-1145

Inserts will be accepted 7:00 am to 11:00 pm, Monday-Friday, on a first-come, first-served basis. 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.

## Disposition of Material

Contact Production Services if you do not want excess inserts destroyed — there may be a storage charge for holding excess inserts. The agency or advertiser will be contacted if the excess is 10% or more than what was requested by Production Services (312) 464-5713.

## Agency Commission

15% discount will apply to all orders.

## Combined Frequency Savings

All pages in *JAMA* and the *JAMA* Specialty journals combine to determine an advertiser's earned frequency level. ROB full pages, fractionals, and insert pages each count as 1X toward the earned frequency during one contract year.

## Prescribing Information (PI)/Important Safety Information (ISI) Discount:

Advertisers earn a 50% discount beginning with the 3<sup>rd</sup> PI/ISI page.

## 2021 Advertiser Savings Program (ASP)

The 2021 Advertiser Savings Program is effective with January 1, 2021, insertion orders.

The 2021 Advertiser Savings Program is based on an advertiser's 2020 gross advertising in all of the American Medical Association's print and digital media, except cover tips.

- For example: In 2020 an advertiser placed \$4,250,000 in advertising space with the American Medical Association publications. The advertiser will receive a 6.0% savings on all 2021 advertising space, beginning with January 2021 orders.

The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. These combined earned frequency policies are outlined in each AMA publication's rate card. The Advertiser Savings Program applies to recognized advertiser parent companies and their subsidiaries.

Incentive Level	Savings Rate	Minimum Savings
\$ 300,000 to \$ 500,000	1.00%	\$ 3,000
\$ 500,001 to \$ 1,000,000	2.00%	\$ 10,000
\$ 1,000,001 to \$ 1,500,000	3.00%	\$ 30,000
\$ 1,500,001 to \$ 2,000,000	3.50%	\$ 52,500
\$ 2,000,001 to \$ 2,500,000	4.00%	\$ 80,000
\$ 2,500,001 to \$ 3,000,000	4.50%	\$ 112,500
\$ 3,000,001 to \$ 3,500,000	5.00%	\$ 150,000

For detailed information and your current account status, please contact your account manager.

## Buy 5 Get 1 Free

Advertise the same product in five issues and receive a free advertisement (same size) in the 6th issue. Free insertion does not go toward earned time rate. Premium position advertisers pay the premium charge on the free insertion. Covertips and outserts cannot be counted toward business to earn the free insertion in the journal.

## Digital Rates and Placements

Advertising sold on 10% share of voice basis. Advertising package includes:

- ROS, ads on articles, home page, interstitial & mobile placements\*
- 10 advertisers max
- \$3,200 flat rate (net) for 10% SOV of all available inventory

Placement	Rate	728 x 90	120 x 600	160 x 600	300 x 250	300 x 600
Run of Site		X	X	X	X	X
Geo-Targeting		X	X	X	X	X
Affinity Targeting	\$225, CPM	X	X	X	X	X
Ads on Articles		X			X	X
Homepage Roadblocks		X			X	
Mobile					X	X
Riser		X				
Prestitials**	\$200, CPM				X	
Email Alert: e-ToC	\$4,200 Flat	X				
Email Alert: Online First	\$3,200 Flat	X				
International ROS		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.

## 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.
Homepage Roadblocks	Sole sponsorship of all banner positions on the homepage of site for one week (Monday-Sunday.)
Mobile	Placement on Mobil/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 eTOC, Key Content, and Online First.



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## Cover Tip Advertising

- The issue, with cover tip, will be poly bagged (included in the price)
- 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%

### Shipping information:

#### Denise Steinhauser (samples only)

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

#### Melissa Hum (samples & materials)

*JAMA Oncology* (issue date)  
Quad/Graphics, Inc.  
555 South 108th Street  
West Allis, WI 53214-1145

## 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%

### Shipping information:

#### Denise Steinhauser (samples only)

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

#### Melissa Hum (samples & materials)

*JAMA Oncology* (issue date)  
Quad/Graphics, Inc.  
555 South 108th Street  
West Allis, WI 53214-1145

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## AMA Publications

*JAMA (Journal of the American Medical Association)*

*JAMA Cardiology*

*JAMA Dermatology*

*JAMA Internal Medicine*

*JAMA Neurology*

*JAMA Oncology*

*JAMA Ophthalmology*

*JAMA Otolaryngology – Head & Neck Surgery*

*JAMA Pediatrics*

*JAMA Psychiatry*

*JAMA Surgery*