

# 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

Neil M. Bressler  
The James P. Gills Professor of Ophthalmology Chief, Retina Division  
The Wilmer Eye Institute  
The Johns Hopkins University School of Medicine

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### 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

### Display + Online

**Tim Melroy**  
Tim.melroy@ama-assn.org  
(862) 261-9613  
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

*JAMA Ophthalmology* informs readers of progress, problems, and pertinent research in the practice of ophthalmology through the publication of peer-reviewed original contributions and observations.

*JAMA Ophthalmology* is one of the best-read, most frequently cited publications in its field because it addresses so many needs and interests of busy physicians. Articles of paramount importance, particularly Clinical Trials, receive expedited publication. Special departments provide in-depth information on new instruments, surgical techniques, socioeconomics, history, controversies, molecular ophthalmic genetics, and epidemiology.

Many articles make lavish use of color. *JAMA Ophthalmology's* broad circulation ensures that the journal gets into the hands of office- and hospital-based ophthalmologists and leading academicians.

The *JAMA Specialty Network* allows advertisers to target specialty audiences with more flexibility and value than ever before.

**Publication Statistics**

**Established:** 1869; **Current title:** 2013  
**Editorial source:** peer-reviewed, original manuscripts  
**Manuscripts submitted, accepted:** 1,100, 14%  
**Time from acceptance to publication:** average: 5 months  
**Average issue total folio:** 146 pages  
**Average ad/edit ratio:** 13:87  
**Ad placement policy:** fair ad rotation front/back from issue to issue  
**Impact Factor:** 6.19

**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	12/11/20	12/17/20
2/1/21	1/13/21	1/20/21
3/1/21	2/11/21	2/17/21
4/1/21	3/18/21	3/24/21
5/1/21	4/15/21	4/21/21
6/1/21	5/12/21	5/18/21
7/1/21	6/16/21	6/22/21
8/1/21	7/15/21	7/21/21
9/1/21	8/11/21	8/17/21
10/1/21	9/16/21	9/22/21
11/1/21	10/14/21	10/20/21
12/1/21	11/9/21	11/15/21

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

*JAMA Ophthalmology*  
 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 ophthalmology, 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 PGY2+ residents and residency program directors. Request is mandatory for physicians other than residents and program directors.

**Qualified list origin:** AMA Physician Masterfile

**Verification:** sworn statement

**Specialty/geographic breakout:** see circulation statement

**Projected 2021 circulation:** 10,622

**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	2,427	2,072	1,838	1,432	1,155	979
6	2,294	1,964	1,742	1,361		
12	2,190	1,876	1,662	1,295		
24	2,109	1,800	1,594	1,241		
36	2,064	1,765	1,565	1,222		
48	2,023	1,728	1,529	1,193		
72	1,971					

Color	Additional
<b>Matched Color</b>	<b>990</b>
<b>2-Color</b>	<b>785</b>
<b>3-Color</b>	<b>2,245</b>
<b>4-Color</b>	<b>2,245</b>
<b>5-Color</b>	<b>3,230</b>
<b>Metallic Inks</b>	<b>1,680</b>
<b>4 Color + Metallic</b>	<b>3,925</b>

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 a premium position.*

Position	Additional
2 <sup>nd</sup> Cover (4-Color mandatory)	890
4 <sup>th</sup> Cover (4-Color mandatory)	960
Opp In This Issue	370
Opp 2nd In This Issu	370
Opp Staff List	370
Opp Original Research	370

## 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 Michael Deegan, michael.deegan@ama-assn.org, Phone (312) 464-2401. 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 Ophthalmology (issue date)*

Sussex BlueSoho  
N64W23110 Main Street  
Sussex, WI 53089  
Phone: (262) 673-1494  
mjstrzyzews@quad.com

## Ad Page Dimensions

	STANDARD PAGE		BLEED PAGE	
	WIDTH	DEPTH	WIDTH	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:** 7-7/8" x 10-1/2". **Safety:** keep live matter 1/4" from trim.

If a spread does not align, it can be single pages.

If a spread ad is in alignment, it needs to be sent as a spread.

## Insert Specifications

Send samples of insert stock to Production Services.

**2 page:** 8-1/8 in x 10-3/4 in (single leaf), trims to 7-7/8 x 10-1/2

**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.

**Jog:** to head.

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

**Safety:** keep live matter 1/4" 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:** subject to publisher's approval.

**Quantity:** contact production dept.

## Insert Shipping Instructions

**Closing dates:** see page 3. Inserts must be clearly marked on shipping label as to journal, issue date(s), and quantity per issue.

Attach a sample of insert to each carton. Ship to:

### Melissa Hum

JAMA *Ophthalmology* (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. Please call 414-566-3277 for appointment to expedite receiving product. 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 3rd 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.

## Basic Program

The Product Continuity Program is a product advertising insertion-based program involving the AMA's *JAMA Ophthalmology*. The program offers product savings with a minimum of 12 product insertions. The following is the product savings at the 12 insertion level.



## Basic Program Savings

Minimum Insertions	Rate
12 insertions per year	10%

## Launch Component

New products launched February through December are eligible for the launch component. Advertising of 1 insertion a month results in a 7% discount. Also applies to products with new indications, dosage form/size, etc. You must commit to 1 insertion a month from launch through the end of the year. Should you reach the 12-insertion minimum with your product launch, you will receive the 10% product continuity discount.

## Program Conditions

The minimum number of insertions must be met within a calendar year. One full page in *JAMA Ophthalmology* is the minimum insertion size. For simplicity and maximum savings, the Product Continuity Program percent savings will be taken off the product's gross insertion expenditure. The PC discount should be added to the corporation's Corporate Advertising Savings Program (ASP) earned discount, and the resulting total taken off of the gross insertion cost. If you project that your product will achieve the minimum of 12 insertions for the year, you can begin to realize savings immediately. At your earliest convenience, please notify the AMA's Advertising Services Department at (312) 464-2455 of your product's planned PC Program participation level. If the product does not meet the minimum 12 insertions during the calendar year, then the product will be short-rated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity. All of a product's indications work together to attain a product's minimum insertion level.

## 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	\$1,600, Flat	X				
Email Alert**: Online First	\$1,300, 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.

## 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.
Homepage Roadblocks	Sole sponsorship of all banner positions on the homepage of site for one week (Monday-Sunday).
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> .

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

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### 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 Ophthalmology* (issue date)  
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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*