

Clinician Reviews®

NEW
INCREASED CIRCULATION 125,000!

www.clinicianreviews.com

Rate Card No. 18
Issued: January 2007
Effective: January 2007



Publisher:

Quadrant HealthCom Inc.
7 Century Drive, Suite 302, Parsippany, NJ 07054-4609
Phone: (973) 206-3434, Fax: (973) 206-9378



Publishing Staff:

Senior Vice President/Group Publisher: Amy L. Clarke
(973) 206-8950; amy.clarke@qhc.com
Senior Vice President/Publisher: Kenneth D. Watkins
(973) 206-2322; ken.watkins@qhc.com
Account Manager: Roxana M. Aldea
(973) 206-8984; roxy.aldea@qhc.com
Vice President/Group Editor: Jean M. Paternoster
(973) 206-2321; jean.paternoster@qhc.com

Production:

Production Director: Mike Wendt
(973) 206-8010; Fax: (973) 206-9535
Production Manager:
Jaime Serra
(973) 206-8011; Fax: (973) 206-9535

Executive Staff:

President/CEO: Stephen Stoneburn

Administrative Services:

Director, Marketing Research: Lori Raskin
(973) 206-8013; lori.raskin@qhc.com
Director, Primary Care Research & Business Development Support:
Carolann Mitchell
(973) 206-8953; carolann.mitchell@qhc.com
Marketing & Promotion Manager: Wendy Kaletcher
(973) 206-8964; wendy.kaletcher@qhc.com
Corporate Circulation Director: Donna Sickles
(973) 206-8005; donna.sickles@qhc.com

Contracts/Insertion Orders:

Media Rates and Billing: Kathleen Corbett
(973) 206-8022; kathy.corbett@qhc.com
Administrative Assistant: Vanessa Hernandez
(973) 206-2318; vanessa.hernandez@qhc.com
Classified Advertising Representatives: Valley Forge Publishing
(800) 983-7737; Fax: (610) 854-3780

RATES

EFFECTIVE DATE & DISCOUNTS

Effective Rate Date: January 2007

Agency Commission: 15%. Withdrawn on accounts not paid within 30 days of invoice.

Cash Discount: NA

EARNED RATES

Full Run: Earned rates are given to advertisers based on advertising frequency within a 12-month (calendar or fiscal year) period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full page and fractional pages count as single insertions. Each page of an insert counts as one insertion.

Demographic Rates: Consult Publisher

RATES

Based on 12 issues in 2007.

Full-run Inserts: Charged page-for-page at earned black & white rates.

Multiple page discount: Ad units of 8 or more pages will receive a 25% multipage discount off the earned frequency rate.

This discount will be applied to the gross billing amount.

COLOR

In addition to earned black-and-white rates.

Standard SWOP	\$605	3-Color and 4-Color	\$1,675
Matched Color	\$890	5-Color	\$1,905
Matched Metallic	\$1,090		

BLEED No charge.

COVERS

2nd cover, earned rate plus 25%, plus color charges.

4th cover, earned rate plus 50%, plus color charges.

POSITIONS

Special Positions: Premiums applied to the earned frequency of the black-and-white rate on one page only. Pages facing table of contents and masthead, earned rate plus 10%. For consecutive pages or multiple fractional ads, consult Publisher.

2007 RATE GRID

B&W	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	168x	196x	225x
Full Page	\$5,015	4,980	4,830	4,700	4,600	4,380	4,330	4,260	4,090	3,970	3,855	3,750	3,695
½ Page	3,130	3,080	3,005	2,975	2,940	2,855	2,835	2,810	2,785	2,715	2,565	2,485	2,435
INSERT													
	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	168x	196x	225x
2 Page	\$10,030	9,960	9,660	9,400	9,200	8,760	8,660	8,520	8,180	7,940	7,710	7,500	7,390
4 Page	20,060	19,920	19,320	18,800	18,400	17,520	17,320	17,040	16,360	15,880	15,420	15,000	14,780
6 Page	30,090	29,880	28,980	28,200	27,600	26,280	25,980	25,560	24,540	23,820	23,130	22,500	22,170
8 Page	40,120	39,840	38,640	37,600	36,800	35,040	34,640	34,080	32,720	31,760	30,840	30,000	29,560
	SWOP	Matched	Metallic	3-4 Color	5-Color	Bleed							
	\$605	\$890	\$1,090	\$1,675	\$1,905	No additional charge							

Business Reply Cards (BRCs): BRCs, which are available on a limited basis, will be charged the ½-page black & white rate at the earned frequency level of the parent company. The BRC will count toward the advertiser's earned frequency rate. BRCs must be accompanied by a minimum one-page ad.

INSERT INFORMATION

AVAILABILITY AND ACCEPTANCE

Availability: 2-10 page inserts accepted. Larger units, gatefolds, and die-cuts are available; consult Publisher.

Acceptance: A paper and content sample must be submitted to the Publisher for approval.

SIZES AND SPECIFICATIONS

Size: 8" × 11" (trimming for oversized inserts will be charged at cost). All live matter kept ⅜" from final trim size and from gutter. Inserts of more than 2 pages must be supplied folded; carton packaging preferred.

TRIMMING

⅜" off head, foot, and face; ⅛" grind-off.

STOCK

70# text minimum, 80# text maximum. Heavier stock may be accepted upon publisher's review.

BINDING

Perfect bound to publication. Allow for ⅛" gutter grind off.

QUANTITY

131,250 inserts per issue (includes spoilage).

INSERT DEADLINE

Due to printer the 15th of the month prior to issue date.

SHIPPING

Clinician Reviews (Month and Quantity)

RR Donnelley & Sons, Inc
Route 251 South and 4099 Road (Elijan Road)
Mendota, IL 61342
Attn: Laura Clipper (815) 538-1328

EDITORIAL

SPECIAL/BONUS DISTRIBUTION ISSUES

May issue presented at the American Academy of Physician Assistants Conference (May 26–31, 2007).

May issue presented at the American Academy of Nurse Practitioners Conference (June 20–23, 2007).

Index Issue: December.

GENERAL EDITORIAL DIRECTION

The journal's priority is keeping the physician assistant and nurse practitioner abreast of the ever-changing, continually growing body of medical knowledge. **Clinician Reviews** carries the PA/NP into the world of medical information by reporting on the latest medical care advances.

Articles and features cover all areas of medicine and surgery.

A fully accredited CME article is included in each issue.

Summaries of major articles in the leading medical literature, clinical quizzes, medical alerts and updates, new products, and case presentations are also highlighted features.

ORIGIN OF EDITORIAL

Staff Written: 50%

Solicited: 25%

Submitted: 25%

Articles or Abstracts From Meetings or Other Publications: 30%

Peer Review: All clinical content.

CLINICIAN REVIEWS 2007 DISCOUNT PROGRAMS

SCHEDULE STRETCHER

Available to all advertisers on an individual product schedule basis during the 2007 calendar or fiscal year. Any advertiser placing more than eight insertions in the 2007 calendar or fiscal year, not necessarily consecutive, for the same product will be entitled to the Schedule Stretcher discount (excluding free or discounted Double Dip insertions). The discount will apply to all charges, including color, position premiums, and mechanical costs on split runs. Applicable to monthly journals only.

For qualified products, the Corporate and Schedule Stretcher discount percentages may be combined and applied to the gross amount for planning and billing purposes. For example, if a product earns a 5% Corporate Discount and also qualifies for the 8% Schedule Stretcher discount (i.e., 10 insertions), a combined 13% may be credited to that product. If a new product launches after February (or the second month of the fiscal year), it will qualify for a 20% discount on all total gross charges as long as it runs in every issue for the remainder of the current year.

OPTION 1: SAVE AS YOU GO PLAN

Qualified advertisers will earn a **30%** discount off each invoice after the 8th insertion, which is a greater savings than receiving a 12th insertion for free!

OPTION 2: FLAT PLAN

Qualified advertisers may take a “flat” monthly discount beginning in January based on the following scale:

9 Insertions:	5%
10 Insertions:	8%
11 Insertions:	10%
12 Insertions:	20%

If, at the end of the year, an advertiser earns a discount higher/lower than what was credited monthly, a credit/short rate will be issued. Advertisers choosing the *Schedule Stretcher* must request this option prior to the January 2007 billing.

New Product Launch Discount

Any product **approved by the FDA in 2007** qualifies for the NEW PRODUCT LAUNCH DISCOUNT. Advertisers that launch their new product in **Clinician Reviews** at any time in 2007 and run in consecutive issues of **Clinician Reviews** through the remainder of the year can take 20% off the earned b/w page rate for each insertion retroactively.

Double Dip

Any product running two full-run ad units in the same issue will earn the Double Dip discount. The discount will apply to the ad unit of equal or smaller size to the first ad running in the issue. The “second” unit will be billed at 50% of the total gross cost of the ad. Once again, the discount will apply to all charges, including color and position premiums. The discounted “Double Dip” unit will count towards the earned frequency at half of the actual unit size. For example, if the discounted unit is a four-page ad, a 2x credit will be applied to the advertiser’s earned frequency. The second unit will not count towards the Schedule Stretcher discount.

CORPORATE DISCOUNT PLAN

- Discount is available in 2007 to recognized advertiser parent companies and their subsidiaries based on the TOTAL 2006 (calendar year) expenditure (including advertising and projects for ALL divisions) for publications noted below.
- Although the discount percentage is based on the company’s total expenditure, the Corporate Discount itself will apply to advertising only in the following publications:

Pulmonary Reviews
Clinician Reviews
Neurology Reviews

NeuroPsychiatry Reviews
Women’s Health in Primary Care

- The Corporate Discount is deducted from the gross rate prior to agency commission. If, at the end of the year, an advertiser earns a discount higher/lower than what was credited monthly, a credit/short rate will be issued.

For qualified products, the Corporate and Schedule Stretcher discount percentages may be combined and applied to the gross amount for planning and billing purposes. For example, if a product earns a 5% Corporate Discount and also qualifies for the 8% Schedule Stretcher discount, a combined 13% may be credited to that product.

CORPORATE DISCOUNT SCHEDULE

<u>2006</u> <u>Spend</u>	<u>2007</u> <u>% Discount</u>
\$ 500,000	2%
\$ 1,000,000	3%
\$ 1,500,000	4%
\$ 2,000,000	5%
\$ 2,500,000	6%
\$ 3,000,000	7%
\$ 3,500,000	8%
\$ 4,000,000	9%
\$ 4,500,000	10%

JUMBO PLAN

- Jumbo Plan = Corporate Discount Percent + 5%

The Jumbo Plan is an enhanced, yet simplified, extension of the Corporate Discount Plan. The discount will be available in 2007 (calendar year) to recognized advertiser parent companies and their subsidiaries.

To Qualify

- Total 2006 expenditure = \$4 million (minimum)
of which
- Total Jobson Healthcare Group* expenditure = \$2 million (minimum)

This Jumbo discount will then be applied to the gross amount of ALL products advertised by the qualified company. For example, if a company is spending a total of \$4 million (9% Corporate Discount), and at least \$2 million of that is generated from expenditures with Jobson Healthcare Group, then that company may take a single, combined reduction of 14%. This reduction will then be applied to ALL of advertising placed by the qualified company (see list of publications on preceding page). Note that the Jumbo rate supersedes all other discounts (i.e., Schedule Stretcher, New Product Launch, Double Dip, Corporate) but not the individual journal discounts (e.g., frequency, combination buy, etc.).

PREPAYMENT PLAN

A 5% discount is available to all advertisers who pay for their 2007 (calendar or fiscal year) annual advertising in full by January 31, 2007 (or the first month of the fiscal year). The Prepayment Discount Plan is nonrefundable.

*Contact Ken Watkins (973) 206-2322 for additional information.

ISSUANCE & CLOSING

FIRST ISSUE

February 1991.

FREQUENCY

12 times in 2007.

ISSUE DATES

Month of publication.

MAILING DATE & CLASS

15th of each month, second-class mail.

CLOSING DATE

5th day of month prior to date of issue.

MATERIALS DUE DATE (ADS & INSERTS)

Two weeks prior to date of issue (eg, October 15th for the November issue).

CIRCULATION

DESCRIPTION OF CIRCULATION PARAMETERS

40,000 Physician Assistants in clinical practice as per Verispan list.

PLUS

85,000 Nurse Practitioners in clinical practice as per Verispan list.

125,000 Total (inserts needed: 131,250)

Other Professional Activity: NA

Military: PAs and NPs in the military are included in our circulation.

Osteopathic Specialties: NA

Demographic: NA

DEMOGRAPHIC SELECTION CRITERIA

Age: No age restriction.

Prescribing: NA

Circulation Distribution: Controlled 100%

Paid Information:

Subscription Rates:	United States	\$70
	Foreign	\$100 (US)
	Student	\$50
	Institution	\$75

Renewal Rate: NA

CIRCULATION VERIFICATION

Audit: BPA Audited.

Mailing House: Epsilon Management Systems

GENERAL INFORMATION

REQUIREMENTS FOR ADVERTISING ACCEPTANCE

Ads will be evaluated by the Publishing Review Board to determine if they are of service to the PA/NP readership. Subject to approval by Publisher. New copy to be received by the Publisher two weeks before closing date.

NEW PRODUCT RELEASE

Yes. New Products section every issue.

EDITORIAL RESEARCH

Editorial research is scheduled periodically in 2007. Both electronic and direct mail databases will be used to conduct the research.

Annual PA and NP prescribing study: consult Publisher.

AD FORMAT AND PLACEMENT POLICY

Format:

- 1) Between articles 50%
- 2) Welled 0%
- 3) Stacked 0%
- 4) Within articles 50%

Are ads rotated? Yes.

Ad/edit ratio: 55/45

SERVICES

- Focus groups available at PA and NP conferences.
- Slide presentations on the PA and NP professions for marketing and sales groups.

Availability of mailing list: Yes, through Verispan list rental.

For all above, consult Publisher.

MECHANICAL INFORMATION

DIMENSIONS

	Non-bleed Sizes:		Bleed Sizes:	
	Width	Depth	Width	Depth
Full page	7" × 10"	8" × 11"		
Full page spread	14½" × 10"	15¾" × 11"		
½ page H	7" × 5"	8" × 5½"		
½ page V	3½" × 10"	4½" × 11"		
¼ page	3½" × 5"	— × —		
⅓ page	4⅝" × 10"	— × —		
⅓ page	2¼" × 10"	— × —		
Final trim size for Full page:		7¾" × 10¾"		
Final trim size for Full page spread:		15½" × 10¾"		
Bleed off trim is ⅛"				

PAPER STOCK

Inside Pages: 40# to 45# stock, coated

Covers: 100# stock, coated

4-Color Process: Available

TYPE OF BINDING

Perfect bound; jogged to head.

ACCEPTED MATERIALS

Electronic Files: PDFx1a, PDF, InDesign.

Digital contract color proof required.

SHIPPING INSTRUCTIONS

Send reproduction material to:

Clinician Reviews®

Quadrant HealthCom Inc.

7 Century Drive

Suite 302

Parsippany, NJ 07054-4609

Attn: Jaime Serra

(973) 206-8011

Fax: (973) 206-9535

MATERIALS POLICY

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