

AMERICAN JOURNAL OF CLINICAL MEDICINE®

2012 PRINT EDITION RATE CARD

AJCM® Is OWNED AND PUBLISHED BY THE AMERICAN ASSOCIATION OF PHYSICIAN SPECIALISTS, INC.

GENERAL INFORMATION

Editorial Content: AJCM presents review articles, clinical reports, case reports, and original research on topics that have potential to impact the daily practice of medicine. Articles are accessible on both Google Scholar and Biomedlib.com.

Demographics: The American Association of Physician Specialists, Inc., includes Diplomates in the following specialties: Anesthesiology, Dermatology, Diagnostic Radiology, Emergency Medicine, Family Medicine Obstetrics, Family Practice, Geriatric Medicine, Hospital Medicine, Internal Medicine, Obstetrics and Gynecology, Ophthalmology, Orthopedic Surgery, Plastic and Reconstructive Surgery, Psychiatry, Radiation Oncology, Surgery, and Urgent Care. In addition, new specialty boards are in development.

Issuance: Published quarterly.

Special Issues and Supplements: Published at the discretion of the Editor-in-Chief. Manuscript Criteria available on request or at www.aapsus.org.

Advertising: An Insertion Order must be placed to secure advertising in the *American Journal of Clinical Medicine*®.

The Publisher reserves the right to decline any advertising. The advertiser assumes all liability for the content (including text, representation, and illustrations) of advertising and indemnifies the publisher against all liability for any and all claims resulting from publishing such advertising. Ads may not run if account payments are not timely.

CONTACT INFORMATION

ADVERTISING

Esther Berg: 813-433-2277 Ext. 18 or eberg@aapsus.org

Keely Clarke: 813-433-2277 Ext. 30 or kclarke@aapsus.org

EDITORS

EDITOR-IN-CHIEF:

Wm. MacMillan Rodney, MD, FAAFP, FACEP

MANAGING EDITOR: Esther L. Berg, MEd

PUBLISHER

American Association of Physician Specialists, Inc.
5550 West Executive Drive • Suite 400
Tampa, Florida 33609-1035

CREATIVE DESIGN/LAYOUT

Moonstruck Marketing Group, Inc.
Kim Patterson: 813-402-6915 or info@moonstruckmarketing.com

PRINTING

West Coast Graphics
Bruce Eberline: 727-898-0505 or bruce@wgcprinting.com

AD SIZES

AD TYPE	AD SIZE (width x height)*	COLOR
Back Cover.....	8.75" x 11.25".....	4 Color Process
Inside Front Cover.....	8.6125" w 11.25".....	4 Color Process
Inside Back Cover.....	8.6125" x 11.25".....	4 Color Process
Full Page.....	7.5" x 10".....	Black & White
1/2 Page Horizontal.....	7.5" x 4.9375".....	Black & White
1/2 Page Vertical.....	3.6875" x 10".....	Black & White
1/4 Page.....	3.6875" x 4.9375".....	Black & White

*Cover page sizes include bleed. Trim size is 8.5" w x 11" h.

AD RATES & DEADLINES

AD TYPE	1X*	2X	3X	4X+	PRODUCTION †
Back Cover	\$1290	\$1161	\$1045	\$1045	\$185
Inside Front Cover	\$1090	\$981	\$883	\$883	\$165
Inside Back Cover	\$1090	\$981	\$883	\$883	\$165
Full Page	\$900	\$810	\$729	\$729	\$150
1/2 Page Horizontal	\$690	\$621	\$559	\$559	\$115
1/2 Page Vertical	\$690	\$621	\$559	\$559	\$115
1/4 Page	\$475	\$428	\$385	\$385	\$85

♦ **SPECIAL OFFER! - Limited Time Only - Buy 3 Ads & the 4th is Free. Payment required in advance for all ads. Insertion order must be submitted by deadline. Ad will run in next four consecutive issues.**

† Moonstruck Marketing Group, Inc., can assist with your advertising design & layout. Contact 813-402-6915 for additional information. Design Rates (Production) are shown above.

ISSUE	INSERTION ORDERS DUE	CAMERA READY ADS DUE
Winter Vol. 9 No. 1	January 1, 2012	January 8, 2012
Spring Vol. 9 No. 2	April 1, 2012	April 8, 2012
Summer Vol. 9 No. 3	July 1, 2012	July 8, 2012
Fall Vol. 9 No. 4	October 1, 2012	October 8, 2012

DIGITAL FILE SPECIFICATIONS

Digital files are required and must meet the following specifications: art work can be created in Illustrator, Photoshop, or InDesign CS3 or as a high resolution PDF. All images and fonts must be included. Illustrator documents should have text converted to paths and be saved as EPS files. All images must be 300 DPI. Color Images submitted as CMYK format with no spot colors used. GIF, PUBLISHER®, CORELDRAW® FILES NOT ACCEPTED; jpg accepted but not preferred.

Proofs: Submitted color ads may be accompanied by a full-size color proof to colormatch on press. *American Journal of Clinical Medicine*® cannot color match without an industry-standard Match Proof (Kodak™ or Fuji™). Black & White ads should be accompanied by a laser-printed copy from the supplied file.

Additional costs may apply if ad is not provided with these specifications.

AMERICAN JOURNAL OF CLINICAL MEDICINE[®]

INSERTION ORDER

Date: _____

Advertiser: _____ Contact: _____

Address: _____

Cell Phone: _____ Fax: _____ Email Address: _____

AD SIZES & RATES

WINTER SPRING SUMMER FALL

	1X	2X	3X	4X
<input type="checkbox"/> BACK COVER	\$1290	\$1161	\$1045	\$1045
<input type="checkbox"/> INSIDE FRONT COVER	\$1090	\$981	\$883	\$883
<input type="checkbox"/> INSIDE BACK COVER	\$1090	\$981	\$883	\$883
<input type="checkbox"/> FULL PAGE	\$900	\$810	\$729	\$729
<input type="checkbox"/> 1/2 PAGE HORIZONTAL	\$690	\$621	\$559	\$559
<input type="checkbox"/> 1/2 PAGE VERTICAL	\$690	\$621	\$559	\$559
<input type="checkbox"/> 1/4 PAGE	\$475	\$428	\$385	\$385

DISCOUNT
(DEDUCT 15% if AAPS Member) \$ _____

TOTAL RATE \$ _____

Ad rates are in net US dollars only. The AJCM is published four times a year and is mailed to more than 2,500 members plus libraries

We accept insertions and materials by these deadlines

ISSUE	INSERTIONS DUE	COMPLETE ADS DUE
WINTER	JANUARY 1, 2012	JANUARY 8, 2012
SPRING	APRIL 1, 2012	APRIL 8, 2012
SUMMER	JULY 1, 2012	JULY 8, 2012
FALL	OCTOBER 1, 2012	OCTOBER 8, 2012

SPECIFICATIONS: Digital files are required and must meet the following specifications: Art work can be created in Illustrator, Photoshop or InDesign CS3 or as a high resolution PDF. All images and fonts must be included. Illustrator documents should have text converted to paths and be saved as EPS files. All images must be 300 DPI. Color Images submitted as CMYK format with no spot colors used. GIF, PUBLISHER[®], CORELDRAW[®] FILES NOT ACCEPTED; jpg accepted but not preferred. **Additional costs may apply if ad is not provided with these specifications.**

PROOFS: Submitted color ads may be accompanied by a full-size color proof to color match on press. *American Journal of Clinical Medicine*[®] cannot color match without an industry-standard Match Proof (Kodak[™] or Fuji[™]). Black & White ads should be accompanied by a laser-printed copy from the supplied file.

FAX OR MAIL INSERTION ORDERS & PAYMENT TO:

American Association of Physician Specialists, Inc.
5550 West Executive Drive, Suite 400 Tampa, FL 33609-1035
Phone: 813-433-2277 Fax: 813-830-6599

ALL MATERIALS MUST BE SENT ELECTRONICALLY TO:

eberg@aapsus.org

PAYMENT INFORMATION

Payment Type : Check Payable to AAPS MasterCard Visa American Express Discover

Card Number: _____ Expiration Date: _____

Billing Address: (if different from above) _____

Name (as appears on card): _____ Signature: _____

CONTRACT CONDITIONS: The publisher reserves the right to decline any advertising. The advertiser assumes all liability for the content of advertising and indemnifies the publisher against all liability for any and all claims resulting from publishing such advertising. The publisher's maximum liability for breach of this agreement will be an amount equal to the sums paid by the advertiser hereunder. Ads may not run if account payments are not timely.

Please insert the enclosed advertising materials in the *American Journal of Clinical Medicine*[®]. I have indicated on this contract the position, size, and rate of my ad. I agree to the terms and conditions as described in this contract and signify my agreement by signing and dating this contract.

Signature _____ Date _____