

## 2014 Digital Edition Rate Card

### AD SIZES

AD TYPE.....	AD SIZE (width x height)
Back Cover.....	8.5" x 11"
Inside Front Cover.....	8.5" x 11"
Inside Back Cover.....	8.5" x 11"
Full Page.....	7.5" x 10"
1/2 Page Horizontal.....	7.5" x 4.9375"
1/2 Page Vertical.....	3.6875" x 10"
1/4 Page.....	3.6875" x 4.9375"

### 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. GIF, PUBLISHER<sup>®</sup>, CORELDRAW<sup>®</sup> FILES NOT ACCEPTED; jpg accepted but not preferred.

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

### CONTACT INFORMATION

#### ADVERTISING

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

#### EDITORS

##### EDITOR-IN-CHIEF:

Wm. MacMillan Rodney, MD, FAAFP, FACEP

**MANAGING EDITOR:** Keely M. Clarke

#### 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  
kim@moonstruckmarketing.com

### 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.

**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, Integrative 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 electronically quarterly.

**Special Issues and Supplements:** Published at the discretion of the Editor-in-Chief. Manuscript Criteria available on request or at [www.aapsus.org](http://www.aapsus.org).

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

**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.**

### 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 can assist with your advertising design & layout. Contact 813-402-6915 for additional information. Design Rates (Production) are shown above.

ISSUE	INSERTION ORDERS DUE	COMPLETE ADS DUE
Spring 2014	February 22, 2014	March 1, 2014
Summer 2014	May 25, 2014	June 1, 2014
Fall 2014	August 25, 2014	September 1, 2014
Winter 2015	November 24, 2014	December 1, 2014

Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

### AD SIZES & RATES

SPRING       SUMMER       FALL       WINTER

	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 electronically four times a year.**

We accept insertions and materials by these deadlines

ISSUE	INSERTION ORDERS DUE	COMPLETE ADS DUE
SPRING 2014	FEBRUARY 22, 2014	MARCH 1, 2014
SUMMER 2014	MAY 25, 2014	JUNE 1, 2014
FALL 2014	AUGUST 25, 2014	SEPTEMBER 1, 2014
WINTER 2015	NOVEMBER 24, 2014	DECEMBER 1, 2014

**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<sup>®</sup>, CORELDRAW<sup>®</sup> FILES NOT ACCEPTED; jpg accepted but not preferred. **Additional costs may apply if ad is not provided with these specifications.**

#### 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:

kclarke@aapsus.org

**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.

### 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: \_\_\_\_\_

Please insert the enclosed advertising materials in the *American Journal of Clinical Medicine*<sup>®</sup>. 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 \_\_\_\_\_