



CME / Product / Service Advertising 2017 Rate Card

NUMBER 24A

JAMA

JAMA **Surgery**

JAMA **Facial Plastic Surgery**

JAMA **Cardiology**

JAMA **Neurology**

JAMA **Ophthalmology**

JAMA **Oncology**

JAMA **Dermatology**

JAMA **Otolaryngology–Head & Neck Surgery**

JAMA **Pediatrics**

JAMA **Internal Medicine**

JAMA **Psychiatry**



The **JAMA** Network®

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Overview

The JAMA Network constitutes a truly unique family, promoting the science and art of medicine and the betterment of public health. Each journal has an independent editor, editorial board, mission, and readership, but all work collectively to address issues at the forefront of medical publishing. The JAMA Network Journals imprimatur is much more than a brand; it is a symbol of integrity and commitment to the evolving needs of readers.

Product/Service Advertising

We invite you to join a community of responsible advertisers offering products and services of interest to physicians and other health professionals. Items useful in the practice of medicine, medical education, and health care delivery may be eligible for advertising upon approval.

All ads are subject to the *Principles Governing Advertising in Publications of the American Medical Association*, accessible online through this link: <http://jamanetwork.com/data/pdfs/ads/adprinciples.pdf> Please review the document carefully for specific requirements that may be applicable to your product or service.

The adjacent table indicates the range of products and services that generally have been acceptable for publication. The AMA, in its sole discretion, reserves the right to decline any submitted advertisement or to discontinue publication of any advertisement previously accepted.

Although we cannot guarantee adherence in all cases to a fixed time schedule, every effort will be made to expedite consideration in the following time intervals:

Established accounts: From the time copy and, if necessary, supportive data are received, 7 working days should be allowed for AMA consideration.

New accounts: If this is your first time doing business with us, from the time copy and supportive data are received, 14 working days should be allowed for AMA consideration.

Please help us help you. The more complete your submission, the better able we will be to evaluate your advertising for publication.

Ad Submission Checklist

When submitting advertising, please indicate:

- Complies with AMA advertising principles
- Product name and a brief description
- Advertiser name and full contact info, including web site
- Intended publication(s) and the specialties in your target audience
- Draft copy, logo, artwork or your final creative unit, if a layout is available
- Ad size being considered, the number of insertions, and target spend

Advertising Categories

Announcement	Medical Publications
Art	Medical Transcription
Associations/Membership	Medical Writing
Books/Publications	Miscellaneous
Computers/Software	Notices
Consultation/Referral Services	Office Equipment/Supplies
Continuing Medical Education	Patent Development
Courses/Symposia/Seminars	Physician Employment Services
Internet Services	Physician Licensing
Legal Services	Physician Services
Marketing/Practice Development	Real Estate For Sale/Rent
Medical Billing	Statistical Services
Medical Equipment/Supplies	

Audience

JAMA Delivers Your Target Audience

JAMA has the largest circulation of any medical journal in the world. It is received each week by MDs and DOs in virtually every specialty and practice setting. In addition to AMA members from a wide range of specialties, the journal has very strong penetration into the primary care universe. It is one of the best read publications among internists.

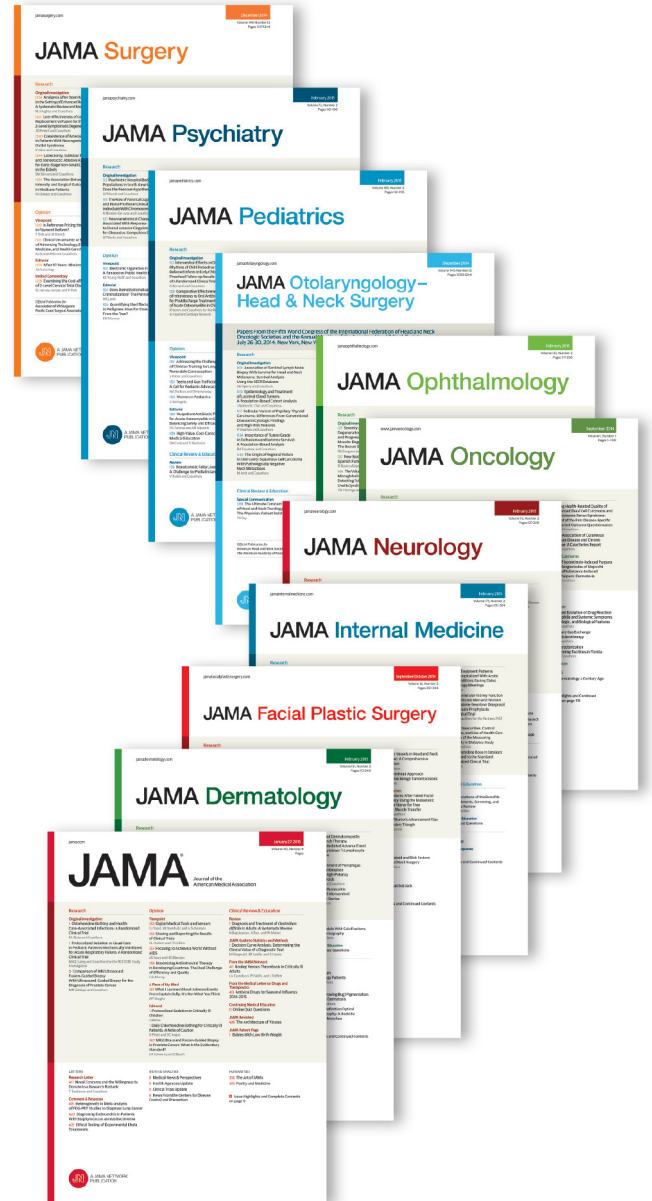
Strong Penetration of 10 Key Fields

Specialty Journals are circulated on a controlled/request basis to office- and hospital-based physicians in targeted specialties. This includes all residents beyond the first year of training, residency program directors, and department chairs in relevant specialties.

Qualified Circulation, July 2016

Publication	Circulation
JAMA	291,979
JAMA Dermatology	13,015
JAMA Facial Plastic Surgery	2,386
JAMA Psychiatry	9,994
JAMA Internal Medicine	19,023
JAMA Neurology	6,597
JAMA Oncology	14,069
JAMA Ophthalmology	13,481
JAMA Otolaryngology HNS	4,561
JAMA Pediatrics	5,398
JAMA Surgery	4,807

Includes benefit of membership, paid, and controlled circulation where applicable; excludes complimentary copies.



Advertising Rates

2017 Display Unit Rates, Black & White

1 Insertion	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	Col Inch
JAMA	\$7,765	\$6,850	\$5,055	\$4,100	\$2,860	\$2,110	\$520
DER	\$2,005	\$1,770	\$1,505	\$1,100	\$960	\$700	\$180
FPS	\$635	\$560	\$470	\$355	\$305	\$220	\$55
INM	\$1,500	\$1,200	\$1,050	\$900	\$750	\$675	\$170
NER	\$1,007	\$860	\$760	\$600	\$475	\$405	\$100
ONC	\$2,000	\$1,765	\$1,500	\$1,095	\$955	\$695	\$175
OPH	\$1,470	\$1,295	\$1,100	\$810	\$700	\$520	\$145
OTO	\$750	\$600	\$525	\$450	\$375	\$340	\$85
PEDS	\$1,050	\$840	\$735	\$630	\$525	\$475	\$120
PSY	\$1,200	\$960	\$840	\$720	\$600	\$540	\$135
SUR	\$1,400	\$1,160	\$1,015	\$870	\$725	\$655	\$165

The minimum display unit is 1 column inch. Column-inch units are available in half-inch increments up to 9 inches depth. Maximum words per column inch is 45.

Color Charges, Extra

Per Insertion	4-color Full Page	4-color Fractional
JAM	\$2,085	\$1,045
DER	\$1,125	\$750
FPS	\$745	\$495
INM	\$1,385	\$920
NER	\$1,130	\$755
ONC	\$900	\$600
OPH	\$1,350	\$900
OTO	\$990	\$660
PEDS	\$1,055	\$705
PSY	\$1,205	\$805
SUR	\$1,310	\$875

*Matched color generally will be converted to 4-color process equivalent.

Typesetting

Unit	Charge
Full Unit	\$205
2/3 Page	\$185
1/2 Page	\$175
1/3 Page	\$155
1/4 Page	\$145
1/6 Page	\$135
Per Col Inch	\$25

Typesetting services are available for display ad units. Charges apply to any material not furnished to our specifications. Billed on the first insertion or when extensive revisions are required.

Multiple Insertion Savings

Frequency	Savings
2 Insertions	5%
3 Insertions	10%
4 Insertions	15%
5+ Insertions	20%

Applicable only to black & white display rates. To receive multiple insertion savings, all insertions must be placed at the same time. Ad copy and artwork may vary across your schedule.

2017 Issue & Closing Dates

JAMA

Issue	Deadline
Jan 03	12/08/16 •
Jan 10	12/15/16 •
Jan 17	12/21/16 •
Jan 24-31	12/28/16
Feb 07	01/12/17
Feb 14	01/19/17
Feb 21	01/26/17
Feb 28	02/02/17
Mar 07	02/09/17
Mar 14	02/16/17 ■
Mar 21	02/23/17
Mar 28	03/02/17
Apr 04	03/09/17 ■
Apr 11	03/16/17
Apr 18	03/23/17
Apr 25	03/30/17 ■
May 02	04/06/17
May 09	04/13/17 ■
May 16	04/20/17
May 23-30	04/27/17
Jun 06	05/11/17
Jun 13	05/18/17 • ■
Jun 20	05/25/17
Jun 27	06/01/17

• Early closing due to holiday

Issue	Deadline
Jul 04	06/08/17
Jul 11	06/15/17
Jul 18	06/22/17
Jul 25	06/29/17
Aug 01	07/06/17
Aug 08	07/13/17
Aug 15	07/20/17
Aug 22-29	07/27/17
Sep 05	08/10/17
Sep 12	08/17/17
Sep 19	08/24/17 •
Sep 26	08/31/17 • ■
Oct 03	09/07/17 ■
Oct 10	09/14/17 ■
Oct 17	09/21/17 ■
Oct 24-31	9/28/17
Nov 07	10/12/17 ■
Nov 14	10/19/17 ■
Nov 21	10/26/17
Nov 28	11/02/17
Dec 05	11/09/17 ■ ◆
Dec 12	11/16/17
Dec 19	11/22/17 •
Dec 26	11/30/17

JAMA Dermatology

Issue	Deadline
JAN	12/07/16
FEB	01/09/17
MAR	02/07/17 ■
APR	03/14/17
MAY	04/11/17
JUN	05/15/17
JUL	06/12/17
AUG	07/11/17
SEP	08/14/17
OCT	09/12/17
NOV	10/10/17
DEC	11/10/17

JAMA Facial Plastic Surgery

Issue	Deadline
JAN/FEB	12/15/16
MAR/APR	02/15/17
MAY/JUN	04/19/17
JUL/AUG	06/20/17
SEP/OCT	08/15/17
NOV/DEC	10/18/17

JAMA Internal Medicine

Issue	Deadline
JAN	12/01/16
FEB	01/05/17
MAR	02/03/17 ■
APR	03/03/17 ■
MAY	03/31/17
JUN	05/05/17 ■
JUL	06/02/17
AUG	07/07/17
SEP	08/04/17
OCT	08/31/17
NOV	10/06/17
DEC	11/01/17

JAMA Neurology

Issue	Deadline
JAN	12/06/16
FEB	01/12/17
MAR	02/10/17
APR	03/10/17 ■
MAY	04/07/17
JUN	05/11/17
JUL	06/09/17
AUG	07/14/17
SEP	08/11/17
OCT	09/08/17
NOV	10/13/17
DEC	11/08/17

JAMA Oncology

Issue	Deadline
JAN	12/08/16
FEB	01/10/17 •
MAR	02/08/17
APR	03/15/17 ■
MAY	04/12/17
JUN	05/09/17 ■
JUL	06/13/17
AUG	07/12/17
SEP	08/15/17
OCT	09/13/17
NOV	10/11/17
DEC	11/13/17 ■

JAMA Ophthalmology

Issue	Deadline
JAN	12/08/16
FEB	01/10/17
MAR	02/08/17
APR	03/15/17
MAY	04/12/17 ■
JUN	05/09/17
JUL	06/13/17
AUG	07/12/17
SEP	08/15/17
OCT	09/13/17
NOV	10/11/17
DEC	11/13/17

JAMA Otolaryngology – Head & Neck Surgery

Issue	Deadline
JAN	12/15/16
FEB	01/18/17
MAR	02/15/17
APR	03/22/17 ■
MAY	04/19/17
JUN	05/16/17
JUL	06/20/17
AUG	07/19/17
SEP	08/22/17
OCT	09/20/17
NOV	10/18/17
DEC	11/20/17

JAMA Pediatrics

Issue	Deadline
JAN	12/01/16
FEB	01/05/17
MAR	02/03/17
APR	03/03/17
MAY	03/31/17 ■
JUN	05/05/17 ■
JUL	06/02/17
AUG	07/07/17
SEP	08/04/17
OCT	08/31/17
NOV	10/06/17
DEC	11/01/17

JAMA Psychiatry

Issue	Deadline
JAN	12/02/16
FEB	12/29/16
MAR	01/31/17
APR	03/07/17
MAY	04/04/17 ■
JUN	05/08/17
JUL	06/06/17
AUG	07/03/17
SEP	08/08/17
OCT	09/05/17
NOV	10/03/17
DEC	11/03/17

JAMA Surgery

Issue	Deadline
JAN	12/14/16
FEB	01/17/17 ■
MAR	02/14/17
APR	03/21/17
MAY	04/18/17 ■
JUN	05/22/17
JUL	06/19/17
AUG	07/18/17
SEP	08/21/17
OCT	09/19/17
NOV	10/17/17
DEC	11/17/17

Insertion orders and material must be received by close of business on the dates indicated. Please note early closings due to holidays, which are marked with a bullet (•), theme issues marked with a diamond (◆), and bonus distribution marked with a box (■). See page 10.

Bonus Distribution & Exhibits

Get Up Front and Personal

At selected meetings, AMA periodicals will be promoted and sample copies of relevant publications will be distributed—building awareness and visibility among job seekers,

while providing extra exposure for your advertising messages. Please refer to the individual journal page for specifics and contact us to confirm all issue and closing dates.

Tentative Exhibits

Month	Meeting	Date	Location	JAMA	Network
Feb	Pacific Coast Surgical Congress	Feb 17-20	Indian Wells, CA		SUR
Mar	American Academy of Dermatology	Mar 3-5	Orlando, FL		DER
Mar	American College of Cardiology	Mar 17-19	Washington, DC	X	INM
Mar	American College of Physicians	Mar 30-Apr 1	San Diego, CA	X	INM
Apr	Endocrine Society	Apr 1-4	Orlando, FL	X	
Apr	American Association for Cancer Research	Apr 2-4	Washington, DC		ONC
Apr	American Academy of Neurology	Apr 24-28	Boston, MA		NER
Apr	COSM - Combined Otolaryngological Spring Meetings	Apr 26-30	San Diego, CA		OTO
May	Association of VA Surgeons	May 7-9	Houston, TX	X	SUR
May	Pediatric Academic Society	May 8-11	San Francisco, CA		PED
May	Association for Research in Vision & Ophthalmology (ARVO)	May 8-11	Baltimore, MD		OPH
May	American Thoracic Society	May 21-23	Washington, DC	X	
May	American Psychiatric Association	May 21-24	San Diego, CA		PSY
Jun	American Society of Clinical Oncology	Jun 4-6	Chicago, IL		ONC
Jun	American Diabetes Association	Jun 9-13	San Diego, CA	X	INM, PED
Jul	American Head & Neck Cancer Int'l Conf	Jul 16-20	Seattle, WA		
Sep	American Academy of Family Physicians	Sep 20-24	Orlando, FL	X	
Oct	Infectious Diseases Week	Oct 4-8	San Diego, CA	X	
Oct	American Society of Human Genetics	Oct 17-23	Orlando, FL	X	
Oct	American Society of Nephrology	Oct 31-Nov 5	New Orleans, LA	X	
Nov	American Heart Association	Nov 11-15	Anaheim, CA	X	
Dec	American Society of Hematology	Dec 3-6	Orlando, FL		ONC
Dec	San Antonio Breast Cancer Symposium	Dec 7-9	San Antonio, TX	X	

JAMA Theme Issue

Month	Title
Dec	Medical Education

JAMA's Medical Education Issue

Each year since 1901, *JAMA* has published a Medical Education Issue. Original contributions address some of the most important concerns affecting undergraduate, graduate, and continuing medical education today. Appendices provide unique summaries of training program data not readily available elsewhere.

The issue presents employers with a unique recruitment and branding opportunity, offering both high initial readership and enduring shelf life.

Advertiser Savings Program

Savings for Volume Advertisers

You can accrue substantial savings by concentrating your classified advertising in AMA periodicals. Whether you're placing ads for physician recruitment, educational seminars, or products and services germane to the practice of medicine, this program helps get the most from your media budget. Only recognized advertiser parent companies and their subsidiaries are eligible; this program does not apply to purchasing agency spend, nor does it apply to online-only credit card transactions.

Plan A: Contract Savings

When you make a spending commitment for calendar year 2017 prior to your first insertion, you start saving from day 1. A contract signed by the advertiser's authorized agent must be accepted by the publisher before your first order is placed. If space will be placed by an advertising agency, the contract must be signed by both advertiser and agency. When actual spending during the year attains a higher level than that committed, additional savings will be applied to subsequent paid orders; however, rebates will not be given for any space previously booked. If your commitment is not satisfied during the year, you will be short rated.

Plan B: Save as You Go

If you have not signed a contract but attain one of our established spending levels for calendar year 2017, the appropriate savings rate can be applied to subsequent paid orders. Rebates will not be given for ads that already have run. Contact your advertising representative for complete details.

2017 Gross Spending Commitment

Level	Minimum	Savings
1	\$15,000	3%
2	\$25,000	5%
3	\$40,000	8%
4	\$50,000	10%
5	\$75,000	15%
6	\$100,000	20%

Material Specifications

Display Ad Unit Dimensions

Unit	Width	Depth
Full Page	7.0"	9.6875"
2/3 Page Vertical	4.6"	9.6875"
1/2 Page Vertical	3.45"	9.6875"
1/2 Page Horizontal	7.0"	4.625"
1/3 Page Vertical	2.25"	9.6875"
1/3 Page Horizontal	4.6"	4.625"
1/4 Page Vertical	3.45"	4.625"
1/4 Page Horizontal	4.6"	3.65"
1/6 Page Vertical	2.25"	4.625"
Column Inch	2.25"	1.0"

Column-inch units are available in half-inch increments up to 9 inches in depth.

Supported Software Programs

Adobe InDesign CS Adobe Illustrator CS
 Adobe Photoshop CS Adobe Acrobat

File Formats

Native file formats of above software
 EPS..... Convert to outlines
 TIFF OK to use LZW compression
 JPG..... Compression at 7 or higher
 PDF..... Press optimized

Image Requirements

RGB 350 ppi
 CMYK 350 ppi
 Grayscale 350 ppi
 Bitmapped at least 1200 ppi

Fonts

The following fonts are supported. If a different typeface is desired, convert the fonts to outline before submission. (Adobe InDesign and Adobe Illustrator support this functionality.)

ITC Avant Garde Gothic 1 & 2	Goudy 1 & 2
ITC New Baskerville	Helvetica
ITC Berkeley Old Style	Helvetica Condensed
Berthold Bodoni Antiqua	Helvetica Neue 2
ITC Bookman 1	Mathematical Pi
Cascade Script	New Century Schoolbook
Century Expanded	Fractions
Century Old Style	Nuptial Script
ITC Century	Optima
ITC Century Condensed	Palatino
New Century Schoolbook	Symbol
Courier	Times
Frutiger	Times New Roman
Frutiger Condensed	Univers
Futura 1 & 2	Univers Condensed
Futura Condensed	Universal Greek & Math Pi
ITC Galliard 1 & 2	Universal News & Commercial Pi
ITC Garamond 1 & 2	ITC Zapf Dingbats
ITC Garamond Condensed	

General Information

Advertising Acceptance Policy

Classified advertising is subject to approval by the American Medical Association and is restricted to professional opportunities, practices for sale, medical office space available, products and services that are of interest to physicians and other health professionals, and CME. All ads must clearly and prominently identify the advertiser. We reserve the right to decline, withdraw, and/or edit copy at our sole discretion. Advertising orders are accepted subject to the terms and conditions set forth in Principles Governing Advertising in Publications of the American Medical Association.

Terms and Conditions

All advertising must be submitted in writing. The Publisher will not be bound by any conditions appearing on an insertion order when such condition(s) conflict with provisions contained on this rate card or with terms and conditions set forth in the referenced Principles. Every care is taken to avoid mistakes, but Publisher shall not be liable for errors and omissions.

Payment, Commission

15% commission to recognized advertising agencies for payment within 30 days of invoice. Prepayment of the initial schedule by check or credit card (Visa, Master Card, and American Express accepted) is required of first-time advertisers. Invoicing is subject to credit approval.

Cancellation & Copy Changes

All changes to your schedule, cancellations, or corrections must be communicated to our classified department by fax or email prior to the published closing date of the scheduled issue(s).

Orders, Materials & Payment

Please direct all communication as follows:

AMA Classified Advertising
330 N. Wabash Ave., Suite 39300
Chicago, IL 60611-5885
800.262.2260
312.464.5909 Fax
classifieds@jamanetwork.com

JAMA: The Journal of the American Medical Association

JAMA Cardiology

JAMA Dermatology

JAMA Facial Plastic Surgery

JAMA Internal Medicine

JAMA Neurology

JAMA Oncology

JAMA Ophthalmology

JAMA Otolaryngology – Head & Neck Surgery

JAMA Pediatrics

JAMA Psychiatry

JAMA Surgery

JAMA Career Center

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