

2019 Print and Digital Rate Card

Effective January 1, 2019

Covertip
Advertising
Available

jama.com		May 3, 2016 Volume 315, Number 17 Pages 1805-1920
<h1>JAMA[®]</h1> <p>Journal of the American Medical Association</p>		
<p>Research</p> <p>Original Investigation</p> <p>1844 Effect of Chemoradiotherapy vs Chemotherapy on Survival in Patients With Locally Advanced Pancreatic Cancer Controlled After 4 Months of Gemcitabine With or Without Erlotinib: The LAP07 Randomized Clinical Trial P Hammel and Coauthors</p> <p>1854 Effect of a Web-Based Guided Self-help Intervention for Prevention of Major Depression in Adults With Subthreshold Depression: A Randomized Clinical Trial C Buntrock and Coauthors</p> <p>1864 Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 KE Fleming, Outra and Coauthors</p> <p>1874 Association Between Availability of a Price Transparency Tool and Outpatient Spending S Desai and Coauthors</p>	<p>Opinion</p> <p>Viewpoint</p> <p>1829 Patient Safety at the Crossroads TK Gandhi, D Berwick, and KG Shojania</p> <p>1831 Toward a Safer Health Care System: The Critical Need to Improve Measurement A Jha and P Pronovost</p> <p>1833 Eliminating the Term Primary Care "Provider": Consequences of Language for the Future of Primary Care AH Goroll</p> <p>A Piece of My Mind</p> <p>1835 Tasteless Insights DB Williams</p> <p>Editorial</p> <p>1837 Optimizing Treatment for Locally Advanced Pancreas Cancer: Progress but No Precision D Schrag</p> <p>1839 Addressing the Appropriateness of Outpatient Antibiotic Prescribing in the United States: An Important First Step PD Tamma and SE Cosgrove</p> <p>1842 Price Transparency: Not a Panacea for High Health Care Costs KG Volpp</p>	<p>Clinical Review & Education</p> <p>Review</p> <p>1882 Pancreatic Cyst Disease: A Review A Stark and Coauthors</p> <p>From The JAMA Network</p> <p>1894 Recognizing Sun Safety as an Employee Health Issue LA Crane and RP Dellavalle</p> <p>JAMA Clinical Challenge</p> <p>1896 An Elderly Unresponsive Patient R Shah and Coauthors</p> <p>Continuing Medical Education</p> <p>1898 Online Quiz Questions</p> <p>JAMA Patient Page</p> <p>1919 Dietary Guidelines for Americans—Eat Less Fat</p>
<p>LETTERS</p> <p>Research Letter</p> <p>1899 Infections in Early Life and Development of Type 1 Diabetes A Beyerlein and Coauthors</p> <p>Comment & Response</p> <p>1901 Noninvasive Ventilation and Outcomes Among Immunocompromised Patients</p> <p>1903 The Undiagnosed Diseases Program</p> <p>1904 Treatment of Patients With Stable Ischemic Heart Disease</p>	<p>NEWS & ANALYSIS</p> <p>Medical News & Perspectives</p> <p>1821 Twenty Years After Folic Acid Fortification, FDA Ponders Expansion to Corn Masa Flour</p> <p>1822 The JAMA Forum</p> <p>1824 JAMA Infographic</p> <p>1825 Lab Reports</p> <p>1826 News From the Food and Drug Administration</p>	<p>HUMANITIES</p> <p>1818 The Art of JAMA</p> <p>1908 Poetry and Medicine</p> <p>1909 JAMA Revisited</p> <p>Issue Highlights and Continued Contents on page 1811</p>

Contacts

Editor

Howard C. Bauchner, MD
Boston University School of Medicine

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
Please include in the email the specific issue of *JAMA* in which your ad is running. (Note: *JAMA* is a weekly.)

Display + Online Advertising

One Upper Pond Road
Building E
Parsippany, NJ 07054
(973) 263-9191

Multimedia Account Managers

Maureen Reichert
maureen.reichert@ama-assn.org

Nancy Souza
nancy.souza@ama-assn.org

Recruitment, Hospital Branding and CME

(800) 262-2260
(312) 464-5909 Fax
classifieds@jamanetwork.com

Sales Manager:

Thalia Moss
thalia.moss@ama-assn.org

Domestic Subscription Rates

(800) 262-2350

Online Site Licensing

(312) 464-4371

Reprints

Sue Lovenberg
Manager, Reprint Communications
(312) 464-0776
reprints@jamanetwork.com

Rates

1. Effective Date and Discounts

- a) **Effective Rate Date:** January 1, 2019
- b) **Agency Commission:** 15% discount will apply to all orders.
- c) **Short-Rates and Rebates:** Advertisers will be short-rated if they do not use the amount of space upon which their advertising has been billed during the 12-month contract period. Money will be rebated if they earn a higher frequency rate.
- d) **First-time Advertisers:** First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call Advertising Services at (312) 464-2455 for assistance and credit approval information.

2. Earned Rates

- a) **Policy:** Rates are subject to change upon 60 days notice to current advertisers. Full ROB pages, fractionals, and insert pages each count as one time toward the earned frequency during one contract year. Space purchased by a parent company and its subsidiaries may be combined for computation of the earned rate.
- b) **Combined Frequency Savings:** All pages in JAMA and the JAMA Specialty journals combine to determine an advertiser's earned frequency level.
- c) **Prescibing Information (PI)/Important Safety Information (ISI) Discount:** Advertisers earn a 50% discount beginning with the 3rd PI/ISI page. Excluding demos.
- d) **Advertiser Savings Program Guidelines:** The Advertiser Savings Program is effective with January 2019 insertion orders.

Incentive Level	Savings	
	Rate	Minimum Savings
\$300,000 to \$500,000	1%	\$3,000
\$500,001 to \$1,000,000	2%	\$10,000
\$1,000,001 to \$1,500,000	3%	\$30,000
\$1,500,001 to \$2,000,000	3.5%	\$52,500
\$2,000,001 to \$2,500,000	4%	\$80,000
\$2,500,001 to \$3,000,000	4.5%	\$112,500
\$3,000,001 to \$3,500,000	5%	\$150,000

- The 2019 Advertiser Savings Program is based on an advertiser's 2018 gross advertising in all of the American Medical Association's (AMA) print and digital media, except covertips.
- The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. This combined earned frequency policy is outlined in Section 2b of this rate card. This program does not apply to the purchasing agency spend; only recognized advertiser parent companies and their subsidiaries earn savings in the Advertiser Savings Program.

e) Product Continuity Program: The JAMA Product Continuity (PC) Program is a product insertion program that begins with January 2019 insertions. The program begins with a minimum of 12 product insertions in JAMA.

Level	Minimum JAMA Insertions	Free Insertions
1	12	1 Free
2	18	2 Free
3	24	3 Free

Program Components

The minimum insertion level must be reached before the free insertion(s) can be realized. Free insertions do not go toward earned frequency rate. One full page is the minimum insertion size.

Product Continuity Program Launch Component

If you have a new product, and it launches into the marketplace after January, you can still take advantage of the free insertions generated by the PC Program. Contact an Account Manager for details.

3. Rates for Calendar Year 2019

a) Full Run, Run of Book Advertising*

FREQ	1p	2/3p	1/2p	1/3p	1/4p	1/6p
1	15,873	13,799	10,792	8,092	5,707	4,048
6	15,242	13,267	10,368	7,780	5,489	3,883
12	14,593	12,696	9,932	7,443	5,254	3,718
24	14,439	12,564	9,818	7,363	5,193	3,690
36	13,875	12,071	9,430	7,070	4,997	3,542
48	13,536	11,769	9,200	6,895	4,866	3,447
72	13,424	11,671				
96	13,328	11,591				
144	13,219	11,501				

* These rates do not apply for inserts.

b) Mini Edition, Run of Book Advertising*

FREQ	1p	2/3p	1/2p	1/3p	1/4p	1/6p
1	13,488	11,726	9,169	6,875	4,850	3,436
6	12,945	11,275	8,814	6,611	4,665	3,299
12	12,400	10,789	8,437	6,322	4,466	3,164
24	12,268	10,679	8,344	6,255	4,410	3,132
36	11,848	10,303	8,052	6,035	4,270	3,025
48	11,501	10,001	7,815	5,856	4,135	2,929
72	11,428	9,939				
96	11,343	9,869				
144	11,267	9,803				

4. Color

Color Charge per page or fraction

B/W Rate Plus	FULL RUN	MINI
Matched Color	1,580	1,335
2 Color	1,180	1,005
3 Color	3,385	2,850
4 Color	3,385	2,850
5 Color	4,925	4,155
Metallic Ink	1,935	1,645

The 4-color rate applies to ad units with two standard and/or matched colors.

5. Bleed

No charge

6. Covers and Positions

Special positions are available for ad units of one page or more and are non-cancellable. Each position is available for each of the four cycles with 12 issues per cycle.

a) Covers

4C Rate Plus

2nd Cover	3,990
4th Cover	5,690

b) Positions

B/W Rate Plus

Opp 1 st In This Issue	2,650
Opp 2 nd In This Issue	2,650
Preceding Staff List	1,750
Following Staff List	1,750
Preceding Medical News	1,050
Opp 1 st Reading	1,720
Other Requested Positions	1,050

Use of 4-color is mandatory on 2nd and 4th covers.

Insert Rates and Information

7. Availability and Acceptance

Availability: The AMA reserves the right to select the issues of insert placement.

8. Circulation Selections

a) For any custom demographic editions please call Advertising Services (312) 464-2455 for a written price quote.

b) **Mechanical Charges:** All insert mechanical and production charges are included in all the rates below.

c) **Plate Change Charge:** All inserts that contain a trailing page of ROB (run of book) will incur a plate change charge. Please call your sales representative for more information and a quote.

9. Sizes and Specifications

2 page: 8-1/8 in x 10-3/4 in (single leaf).

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.

For inserts greater than 6 pages, contact publisher for specifications.

Stock: All inserts are subject to publisher's approval. 80# stock preferred. For BRCs, please see your sales representative for more information.

10. Trimming

Inserts jog to the foot. Inserts trim to finished size of the book: 7-7/8 in x 10-1/2 in.

Trimming: 1/8 in off all 4 sides.

Margin for live matter: 3/8 in from trim edge.

11. Quantity

Insert quantity for special demos is determined by the circulation. Please refer to the following circulation ranges to determine the required insert quantity:

0-25,000 = 20%
25,001-50,000 = 15%
50,001-100,000 = 10%
Over 100,000 = 7%

For additional information, please contact the production dept.

Issues and Closing Dates

12. Issuance and Closing

ISSUE DATE	CYCLE	CLOSING DATE	MATERIALS DATE	ISSUE DATE	CYCLE	CLOSING DATE	MATERIALS DATE
1/1-8/2019	1	12/6/18	12/14/18	7/2/19	1	5/30/19	6/7/19
1/15/19	2	12/13/18	12/21/18	7/9/19	2	6/6/19	6/14/19
1/22/19	3	12/20/18	12/28/18	7/16/19	3	6/13/19	6/21/19
1/29/19	4	12/27/18	1/4/19	7/23-30/2019	4	6/20/19	6/28/19
2/5/19	1	1/3/19	1/11/19	8/6/19	1	7/3/19	7/12/19
2/12/19	2	1/10/19	1/18/19	8/13/19	2	7/11/19	7/19/19
2/19/19	3	1/17/19	1/25/19	8/20/19	3	7/18/19	7/26/19
2/26/19	4	1/24/19	2/1/19	8/27/19	4	7/25/19	8/2/19
3/5/19	1	1/31/19	2/8/19	9/3/19	1	8/1/19	8/9/19
3/12/19	2	2/7/19	2/15/19	9/10/19	2	8/8/19	8/16/19
3/19/19	3	2/14/19	2/22/19	9/17/19	3	8/15/19	8/23/19
3/26/19	4	2/21/19	3/1/19	9/24/19	4	8/22/19	8/30/19
4/2/19	1	2/28/19	3/8/19	10/1/19	1	8/29/19	9/6/19
4/9/19	2	3/7/19	3/15/19	10/8/19	2	9/5/19	9/13/19
4/16/19	3	3/14/19	3/22/19	10/15/19	3	9/12/19	9/20/19
4/23-30/2019	4	3/21/19	3/29/19	10/22-29/2019	4	9/19/19	9/27/19
5/7/19	1	4/4/19	4/12/19	11/5/19	1	10/3/19	10/11/19
5/14/19	2	4/11/19	4/19/19	11/12/19	2	10/10/19	10/18/19
5/21/19	3	4/18/19	4/26/19	11/19/19	3	10/17/19	10/25/19
5/28/19	4	4/25/19	5/3/19	11/26/19	4	10/24/19	11/1/19
6/4/19	1	5/2/19	5/10/19	12/3/19	1	10/31/19	11/8/19
6/11/19	2	5/9/19	5/17/19	12/10/19	2	11/7/19	11/15/19
6/18/19	3	5/16/19	5/24/19	12/17/19	3	11/14/19	11/22/19
6/25/19	4	5/23/19	5/31/19	12/24-31/2019	4	11/21/19	11/27/19

13. Shipping Insert

All inserts must be clearly marked as to journal, issue date(s) and quantity per issue and attach a sample to each carton:

Amela O’Gorman
JAMA (issue date)
Quad Graphics, Inc.
1900 W. Sumner Street
Hartford, WI 53027

Appointments for delivery of inserts are required. Please call (414) 566-2100 at least 24 hours in advance to schedule.

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.

14. Disposition of Material

Contact *Production Services* at (312) 464-5713 if you do not want excess inserts destroyed—there may be a storage charge for holding excess inserts.

15. First Issue

January 1, 2019

16. Frequency

48 times per year

17. Issue Dates

First 4 Tuesdays of each month. The year is divided into 4 cycles for 2nd cover, 4th cover, and other special positions.

18. Mailing Date

Entered as periodical class mail at up to 250 nationwide postal entry points.

19. Insertion Orders

Insertion orders are due 35 days (5 weeks) prior to the issue date. Please send to:

Advertising Services, 41st Floor
American Medical Association
330 North Wabash Ave.
Suite 39300
Chicago, IL 60611-5885

or fax to (312) 464-5840. Please confirm all cancellations in writing, prior to the closing date. For questions regarding insertion orders call *Advertising Services* at (312) 464-2455.

20. Ad Material/Inserts Closing Dates

Digital files and inserts are due 28 days (4 weeks) prior to issue date. Extensions may be granted, if requested prior to Closing Date, by contacting *Production Services* at (312) 464-5713.

Editorial

21. Clinical Features Useful to the Practicing Physician

Every issue of *JAMA* contains a variety of the following clinically useful articles, including Original Contributions, Review Articles, Clinical Crossroads, Clinical Review, Grand Rounds, Rational Clinical Examination, Viewpoints, and Commentaries. Each week, clinically relevant articles are featured in the section, Clinician's Corner, and for online Continuing Medical Education.

22. Other Useful Features

- A reader-friendly design
- Full-text, email alerts, topic collections, audio commentaries, video, and Continuing Medical Education available online at www.jama.com
- The Patient Page, summarizing new medical information for physicians to give to their patients
- Medical News and Perspectives

23. Editorial Objectives

To promote the science and art of medicine and the betterment of the public health

Critical Objectives

1. To maintain the highest standards of editorial integrity independent of any special interests
2. To publish original, important, well-documented, peer-reviewed articles on a diverse range of medical topics
3. To provide physicians with continuing education in basic and clinical science to support informed clinical decisions
4. To enable physicians to remain informed in multiple areas of medicine, including developments in fields other than their own
5. To improve health and health care internationally by elevating the quality of medical care, disease prevention, and research
6. To foster responsible and balanced debate on issues that affect medicine and health care
7. To anticipate important issues and trends in medicine and health care
8. To inform readers about nonclinical aspects of medicine and public health, including the political, philosophic, ethical, legal, environmental, economic, historical, and cultural
9. To recognize that, in addition to these specific objectives, *The Journal* has a social responsibility to improve the total human condition and to promote the integrity of science
10. To achieve the highest level of ethical medical journalism and to produce a publication that is timely, credible, and enjoyable to read

24. Average Issue Information

- a) **Average Number of Articles per Issue:** 10-12 Major articles/papers, 13 Features and departments
- b) **Average Paid Ad Pages per Issue:** 56
- c) **Average Editorial Pages per Issue:** 92
- d) **Average Folio Size:** 152
- e) **Ad/Edit Ratio:** 34%/66%

25. Origin of Editorial

- a) **Submitted:** Approximately 7,000 manuscripts
- b) **Acceptance Rate:** 11% of unsolicited manuscripts
- c) **Peer Review:** Approximately 3,960 peer reviewers review *JAMA's* manuscripts each year. Most often *JAMA's* manuscripts are sent to 3 peer reviewers.
- d) **Impact Factor:** *JAMA's* impact factor is 44.4

Circulation

26. Description of Circulation Parameters

JAMA is received by physicians in 222 specialties. For a detailed breakout of JAMA's circulation, please refer to Section 29.

27. Demographic Selection Criteria

List matching available.

28. Circulation Verification

Audit: BPA Audit, July 2018

Inking: AAAA offset standard

29. Projected Circulation

SPECIALTY	CODE	OFFICE	HOSPITAL	TPC
Family Medicine	FM	52,135	5,402	57,536
General Practice	GP	1,777	81	1,857
Internal Medicine	IM	64,334	14,113	78,447
Osteopath	DO	14,774	1,141	15,915
Cardiovascular Dis	CD	13,825	2,541	16,365
JAMA Estimated Mini Edition				170,120

FULL RUN INCLUDES MINI AND THESE SPECIALISTS:

Addiction Med	ADM	45	6	50
Aerospace Med	AM	5	13	18
Allergy	A	56	3	58
Allergy & Immno	AI	422	56	477
Anes, Crit Care	CCA	73	64	137
Anesthesiology	AN	2,285	1,610	3,894
Critical Care Med	CCM	102	112	214
Dermatology	D	1,814	391	2,205
Diabetes	DIA	11	3	14
Emergency Med	EM	1,138	1,595	2,733
Endocrinology	END	462	194	656
FPS, OTO	FPS	77	4	81
FP, Geriatric Med	FPG	97	15	112
Gastroenterology	GE	1,180	430	1,610
Gen Surgery	GS	1,957	1,572	3,529
Gynecological Oncology	GO	49	30	79
Gynecology	GYN	190	22	212
IM, Geriatrics	IMG	270	139	409
Infectious Disease	ID	4,576	1,559	6,134
Maternal & Fetal Med	MFM	74	47	121
Neonatal-Perinatal Med	NPM	171	165	336
Nephrology	NEP	944	252	1,196
Neurology	N	1,133	577	1,709
Neurology, Child	CHN	50	87	137
Obstetrics & Gynecology	OBG	2,902	718	3,619
Occupational Med	OM	124	39	163
Ophthalmology	OPH	2,092	348	2,440

SPECIALTY	CODE	OFFICE	HOSPITAL	TPC
ORS, Ped Ortho	OP	49	23	71
ORS, Sports Med	OSM	184	45	229
Otolaryngology	OTO	1,120	353	1,473
Pathology,Anatomic/Clinical	PTH	399	577	976
Ped Cardiology	PDC	79	92	171
Ped Hem-Onc	PHO	37	48	85
Pediatrics	PD	2,390	1,270	3,660
Pharmacology, Clin	PA	2	0	2
Phs Med & Rehab	PM	753	259	1,012
Preventive Med, Gen	GPM	74	70	144
Psychiatry	P	2,211	1,315	3,526
Psychiatry, Child	CHP	508	259	766
Psychoanalysis	PYA	16	0	16
Pulmonary Disease	PUD	1,370	557	1,926
Radiology	R	593	338	931
Radiology, Diagnostic	DR	961	966	1,926
Radiation Oncology	RO	420	283	703
Reproductive Endo	REN	127	17	143
Rheumatology	RHU	578	168	745
Surgery, Plastic	PS	731	139	870
Surgery, Colon & Rectal	CRS	202	58	260
Surgery, Critical Care	CCS	97	101	198
Surgery, Head & Neck	HNS	18	9	27
Surgery, Neurological	NS	664	331	995
Surgery Orthopedic	ORS	1,738	688	2,426
Surgery, Pediatric	PDS	55	46	101
Surgery, Thoracic	TS	352	187	539
Surgery, Urological	U	850	301	1,151
Surgery, Vascular	VS	345	112	457
Other Specialties	OS	2,628	1,536	4,163
Unspecified	US	180	3,078	3,258
Sub-Total		188,860	46,539	235,398
Students	---			13,437
All Others	---			38,118
Grand Total				286,953

Production Information

30. Requirements for Advertising

Acceptance Advertising is subject to approval by the AMA, which reserves the right to reject 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 the conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*. Contact your JAMA account manager for a copy of these principles, or find them on our web site at www.jama.com.

31. Ad Format and Placement Policy

No conditions, printed or otherwise, appearing on an insertion order, billing instruction, or copy instructions that conflict with the AMA's stated policies shall be binding on the publisher. Positioning of advertising is at the discretion of the publisher except when a preferred position has been confirmed in writing by *Advertising Services*. Advertisements are dispersed between and within selected editorial departments and are rotated fairly.

32. Services

- a) **Combination Earned Frequency:** See Section 2b
 - b) **Advertiser Savings Program:** See Section 2d
 - c) **Product Continuity Program:** See Section 2e
 - d) **Online Availability:** JAMA is available full text online at www.jama.com
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33. Classified Advertising

Sales Manager, Thalia Moss Phone: (800) 262-2260 Fax: (312) 464-5909, e-mail: Classifieds@jamanetwork.com

34. Domestic Subscriptions and Site Licensing

Saskia Bolore (312) 464-4371, e-mail: saskia.bolore@ama-assn.org

35. Ad Page Dimensions

	Standard Width	Page Depth	Bleed Page Width	Depth
1 Page	7 in	10 in	8-1/8 in	10-3/4 in
Spread			16	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 size 7-7/8 in x 10-1/2 in. Keep live matter 1/4 in from trim. Half-page horizontal bleed bottom only.

36. Digital Ad Specifications

Digital Files

The preferred digital file format is:

- PDFX-1a

For processing of formats not listed, contact Debra Camp, Phone (312) 464-5713. Fax (312) 464-5840.

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 340%.
- 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.

37. Shipping Digital Files

Easiest way to send:

Email your ad (or the link) to Michael Deegan at Michael.Deegan@ama-assn.org Please include in the email the specific issue of JAMA in which your ad is running. (Note: JAMA is a weekly.)

Or, 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

Email: mjstrzyzews@blue-soho.com

(262) 673-1494

JAMA (issue date)

Sussex BlueSoho

N64W23110 Main Street

Sussex, WI 53089

38. 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	\$200, CPM	X	X	X	X	X
Ads on Articles	\$130, CPM	X			X	X
Homepage Roadblocks	\$3,000	X			X	
Mobile	\$85, CPM				X	X
Riser	\$130, CPM	X				
Prestitials*	\$200, CPM				X	
Email Alert**: e-ToC	\$6,000 Flat	X				
Email Alert**: Online First	\$5,000 Flat	X				
International ROS	\$90, 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.

**Targeting also available by specialty. Contact Account Manager for information.

39. 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 eTOC, Key Content, and Online First.

40. JAMA Cover Tip Advertising

- The issue, with Cover Tip, will be poly bagged (included in the price).
- Regular JAMA journal production deadlines apply; see page 6.
- Cover Tip creative is subject to editorial approval.
- Samples must be forwarded to publisher and printer; see addresses below.
- Contact your sales rep for pricing and to schedule your project.

Specs

- Size: 7" x 5" (7" across the cover and 5" down the spine)
- Minimum size: 4.5" x 4"
- Preferred Stock: 60# minimum textbook weight
- Maximum Weight: 8 pt or 120#
- Required Spoilage by circulation: 0-25,000 = 20%; 25,001-50,000 = 15%; 50,001-100,000 = 10%; Over 100,000 = 7%
- Maximum circulation per issue: 150,000

Shipping information:

Denise Steinhauser (samples only)
American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

Amela O’Gorman (samples & materials)
JAMA (issue date)
Quad/Graphics, Inc.
1900 W. Sumner Street
Hartford, WI 53027

41. 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

- Samples must be forwarded to publisher and printer; see addresses below.
- Outserts larger than the trimmed size of the journal, 7-7/8" x 10-1/2", may bend or tear the poly bag.
- Outsert pricing may incur additional manufacturing charges.

Shipping information:

Denise Steinhauser (samples only)
American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

Amela O’Gorman (samples & materials for JAMA only)
JAMA (issue date)
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