

Covertip  
Advertising  
Available

# 2019 Print and Digital Rate Card

Effective January 1, 2019

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# Contacts

## Editor

Melina R. Kibbe, MD  
Professor of Surgery and Vice Chair of Research  
Northwestern University Feinberg School of Medicine

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## Insertion Order or Billing Questions

Denise Steinhauser  
(312) 464-2455  
denise.steinhauser@ama-assn.org

## Production Questions

Dan DeGroot  
(312) 464-4290  
daniel.degroot@ama-assn.org

## Display + Online

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

## Multimedia

### Account Manager

Stacey McHugh  
stacey.mchugh@ama-assn.org

## Recruitment, Hospital Branding, and CME

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

## Domestic Subscriptions and Site Licensing

Saskia Bolore  
(312) 464-4371

## Reprints

Sue Lovenberg, Manager,  
Reprint & ePrint Communications  
119 Cherry Hill Rd. Suite 330  
Parsippany, NJ 07054-1114  
reprints@jamanetwork.com

## Editorial Description

*JAMA Surgery* is an influential general surgery journal in a fragmented field. The journal is able to represent a full range of regional and specialty interests as the official publication of the Association of VA Surgeons, and the Pacific Coast Surgical Association.

*JAMA Surgery* publishes peer-reviewed original submissions in addition to the best papers from the surgical societies. Stringent statistical review sets a standard for all surgical publications. Invited critiques by recognized authorities add perspective to many of the articles, and illustrations help to clarify innovative techniques. Special articles provide sober reviews of controversies within the discipline.

The *JAMA* Specialty Network allows advertisers to target specialty audiences with more flexibility and value than ever before. For details, refer to information on page 6.

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## Publication Statistics

**Established:** 1920; current title: 2013

**Editorial source:** peer-reviewed, original manuscripts

**Manuscripts submitted, average:** 1058, 11% acceptance rate.

**Average issue total folio:** 104 pages

**Average ad/edit ratio:** 10:90

**Ad placement policy:** fair ad rotation front/back from issue to issue

## Advertising Policy

Advertising is subject to approval by the American Medical Association (AMA), which reserves the right to decline 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 conditions set forth in *Principles Governing Advertising in Publications of the American Medical Association*, which by this reference are made part of this rate card.

No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with AMA's stated policies shall be binding on publisher. Positioning of advertising is at discretion of the publisher, except when a preferred position has been confirmed in writing by Advertising Services. Conditions other than rates are subject to change by publisher without notice. All new advertisements should be faxed to Denise Steinhauser at (312) 464-5840 for approval.

## Issue and Closing Dates

Published monthly. Mailed the first week of the month.

Issue Date	Space Due	Material Due
1/1/19	12/7/18	12/13/18
2/1/19	1/16/19	1/23/19
3/1/19	2/14/19	2/20/19
4/1/19	3/14/19	3/20/19
5/1/19	4/11/19	4/17/19
6/1/19	5/15/19	5/21/19
7/1/19	6/12/19	6/18/19
8/1/19	7/18/19	7/24/19
9/1/19	8/14/19	8/20/19
10/1/19	9/12/19	9/18/19
11/1/19	10/17/19	10/23/19
12/1/19	11/12/19	11/18/19

All space reservations and cancellations must be confirmed in writing prior to closing date. Mail or fax to:

*JAMA Surgery*

Advertising Services, 41st Floor

American Medical Association

330 North Wabash Ave.

Suite 39300

Chicago, IL 60611-5885

(312) 464-5840 Fax

## Circulation

**Field served:** physicians specializing in general surgery, and others interested in the field.

**Qualified recipients:** office- or hospital-based MDs and DOs in the US, with a controlled primary specialty. Included are all PGY2+ residents and residency program directors. Personal written request is mandatory for physicians other than residents and program directors.

**Qualified list origin:** AMA Physician Masterfile

**Verification:** sworn statement

**Specialty/geographic breakout:** see circulation statement

**Projected 2019 circulation:** 3,494

## Rate

\$2900 flat, net rate including color. \$1450 black and white page.

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## Premium Positions

Special positions are available for ad units of one page or more. Position cancellations must be made at least 30 days prior to closing date to avoid the premium charge.

Position	Additional
2 <sup>nd</sup> Cover (4-Color Mandatory)	\$700
4 <sup>th</sup> Cover (4-Color Mandatory)	\$800
Opp In This Issue	\$300
Opp Staff List	\$300
Opp 1 <sup>st</sup> Reading	\$300

## Insert Rates

Full-run insert rates are the B&W page rate times the number of insert pages.

## Digital Ad Specifications

### Digital Files

The preferred digital file format is:

- PDFX-1a

For processing of formats not listed, contact Debra Camp, Debra.Camp@ama-assn.org, Phone (312) 464-5713.

Fax (312) 464-5840.

For closing dates see page 3.

### 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 300%.
- 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.

## Digital File (ROB Ads) Shipping Instructions

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  
*JAMA Surgery (issue date)*  
Sussex BlueSoho  
N64W23110 Main Street  
Sussex, WI 53089  
Phone: (262)-673-1494  
mjstrzyzewski@blue-soho.com

## Ad Page Dimensions

	Standard Page		Bleed Page	
	Width	Depth	Width	Depth
<b>1 Page</b>	7 in	10 in	8/18 in	10-3/4 in
<b>Spread</b>			16-1/4	10-3/4
<b>2/3 Page</b>	4-5/8	10	5-3/16	10-3/4
<b>1/2 Page/Vertical</b>	3-3/8	10	4	10-3/4
<b>1/2 Page/Horizontal</b>	7	4-7/8	8-1/4	5-1/4
<b>1/3 Page/Vertical</b>	2-1/4	10	2-7/8	10-3/4
<b>1/3 Page/Horizontal</b>	4-5/8	4-7/8		
<b>1/4 Page</b>	3-3/8	4-7/8		
<b>1/6 Page</b>	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.

## Insert Specifications

Send samples of insert stock to Production Services.

**2 page:** 8-1/8 in x 10-3/4 in (single leaf), trims to 7-7/8 x 10-1/2

**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 (inter-leaved) inside the 4-page unit.

**Jog:** to head.

**Trimming:** 1/8" off all 4 sides.

**Safety:** keep live matter 1/4" from trim.

**Stock:** Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# preferred.

**High-bulk stock:** subject to publisher's approval.

**BRCs:** subject to publisher's approval.

## Insert Shipping Instructions

**Closing dates:** see page 3. Inserts must be clearly marked on shipping label as to journal, issue date(s), and quantity per issue. Attach a sample of insert to each carton. Ship to:

**Melissa Hum**

**JAMA Surgery (issue date)**

**Quad/Graphics, Inc.**

**555 South 108th Street**

**West Allis, WI 53214-1145**

Inserts will be accepted 7:00 am to 11:00 pm, Monday-Friday on a first come, first served basis. 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.

## Insert Use and Disposal Guidelines

Unless otherwise indicated on the insertion order, after issue mailing is completed, any unused inserts marked for that issue will be destroyed. However, if the leftover inserts exceed 10% of publisher's requested quantity, client will be advised prior to disposition. Excess inserts held in storage at client's request, after an insertion order is completed, may be subject to a storage charge. For details, consult Production Services (312) 464-5713.

## 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	\$1,825, Flat	X			X	
Mobile	\$85, CPM				X	X
Riser	\$130, CPM	X				
Prestitials*	\$200, CPM				X	
Email Alert**: e-ToC	\$2,200, Flat	X				
Email Alert**: Online First	\$1,900, 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.

## 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.
Prestitals	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 <i>eTOC</i> , <i>Key Content</i> , and <i>Online First</i> .

## Cover Tip Advertising

- The issue, with Cover Tip, will be poly bagged (included in the price).
- Regular journal production deadlines apply; see page 3.
- 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: increase circulation by 20%

### Shipping information:

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

Melissa Hum (samples & materials)  
 JAMA Surgery (issue date)  
 Quad/Graphics, Inc.  
 555 South 108th Street  
 West Allis, WI 53214-1145

## 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

Melissa Hum (samples & materials)

JAMA Surgery (issue date)  
 Quad/Graphics, Inc.  
 555 South 108th Street  
 West Allis, WI 53214-1145

## AMA Publications

*Journal of the American Medical Association (JAMA)*  
*JAMA Cardiology*  
*JAMA Dermatology*  
*JAMA Facial Plastic Surgery*  
*JAMA Psychiatry*  
*JAMA Internal Medicine*  
*JAMA Neurology*  
*JAMA Oncology*  
*JAMA Ophthalmology*  
*JAMA Otolaryngology – Head & Neck Surgery*  
*JAMA Pediatrics*  
*JAMA Surgery*