

JAMA Oncology

2020 Print Edition Rate Card

New in 2020!

- Patient Point of Care
- *Selections*
A supplement of curated articles on a therapeutic topic
- Microsites

Effective January 1, 2020



Contacts

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Insertion Order or Billing Questions

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Reprints

Marsha Fogler

JAMA Network Reprint Sales
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USA: 1-800-482-1450
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In April 2015, the JAMA Network launched *JAMA Oncology*, a peer-reviewed journal dedicated to all aspects of medical, radiation, and surgical oncology and its subspecialties. Led by Editor in Chief Mary L. (Nora) Disis, MD, FACP, of the University of Washington, *JAMA Oncology* publishes pivotal new findings and fosters productive debates that help clinicians and policy makers improve the lives of people with cancer.

Features Include:

- Leading clinical research
- Timely viewpoints and clinically relevant reviews
- Educational content for those engaged in oncology research, practice, and training
- Enhanced reader access through related commentary, author audio interviews, email alerts, Facebook, Twitter, other social media, and Topic Collections

Publication Statistics

Established: 2015

Editorial source: peer-reviewed, original manuscripts

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.

Short-Rates and Rebates

Advertisers will be short-rated if they do not attain the frequency upon which their advertising has been billed during the 12-month contract period. Advertisers will be rebated if they earn a more favorable frequency rate.

Issue and Closing Dates

Published monthly. Mailed the first week of the month.

| Issue | Space Due | Material Due |
|---------|-----------|--------------|
| 1/1/20 | 12/2/19 | 12/6/19 |
| 2/1/20 | 1/9/20 | 1/15/20 |
| 3/1/20 | 2/7/20 | 2/13/20 |
| 4/1/20 | 3/6/20 | 3/12/20 |
| 5/1/20 | 4/10/20 | 4/16/20 |
| 6/1/20 | 5/7/20 | 5/13/20 |
| 7/1/20 | 6/5/20 | 6/11/20 |
| 8/1/20 | 7/10/20 | 7/16/20 |
| 9/1/20 | 8/7/20 | 8/13/20 |
| 10/1/20 | 9/3/20 | 9/10/20 |
| 11/1/20 | 10/9/20 | 10/15/20 |
| 12/1/20 | 11/4/20 | 11/10/20 |

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

JAMA Oncology
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 oncology, 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 PGY1+ 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

Projected 2020 circulation: 14,557

For details, see BPA circulation statement of 6-month period ended July 2020.

Black & White

Rates apply to the calendar year and are subject to change upon 60 days notice from the publisher.

| Freqs | 1p | 2/3p | 1/2p | 1/3p | 1/4p | 1/6p |
|-------|-------|-------|-------|-------|-------|------|
| 1 | 3,703 | 3,148 | 2,591 | 2,222 | 1,209 | 907 |
| 6 | 3,639 | 3,093 | 2,547 | 2,184 | | |
| 12 | 3,575 | 3,040 | 2,503 | 2,145 | | |
| 24 | 3,511 | 2,985 | 2,459 | 2,107 | | |
| 36 | 3,459 | 2,940 | 2,421 | 2,075 | | |
| 48 | 3,395 | 2,886 | 2,376 | 2,037 | | |
| 72 | 3,331 | | | | | |

| Color | Additional |
|---------------|------------|
| Matched Color | 750 |
| 2-Color | 750 |
| 3-Color | 1500 |
| 4-Color | 1500 |
| 5-Color | 2310 |
| Metallic inks | 1645 |

No charge for bleed; 4-color rate applies to units with 2-process, standard, and/or matched colors. Call Advertising Services for availability of metallic inks, and 3- or 5-color process.

Premium Positions

Special positions are available on a limited basis 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 nd Cover (4-Color mandatory) | 1500 |
| 4 th Cover (4-Color mandatory) | 2250 |
| Opp 1st In This Issue | 750 |
| Opp Staff List | 750 |
| Opp 1st Reading | 750 |

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 Dan DeGroot, Daniel.degroot@ama-assn.org, Phone (312) 464-4290.

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 Oncology (issue date)

Sussex BlueSoho

N64W23110 Main Street

Sussex, WI 53089

Phone: (262)-673-1494

mjstrzyzews@quad.com

Ad Page Dimensions

| | Standard Page Width | Standard Page Depth | Bleed Page Width | Bleed Page Depth |
|---------------------|---------------------|---------------------|------------------|------------------|
| 1 Page | 7 in | 10 in | 8-1/8 in | 10-3/4 in |
| Spread | | | 16-1/4 | 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.

Insert Requirements

Send samples of insert stock to Production Services.

2-page: 8-1/8" x 10-3/4", trims to 7-7/8" x 10-1/2".

4-page: 16-1/4" x 10-3/4", folds to 8-1/8" x 10-3/4".

6-page: (adhere to the above specs) the 2-page piece should be glued (interleaved) inside the 4-page piece.

Jog: to foot.

Trimming: 1/8" off all 4 sides.

Safety: keep live matter 3/8" 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: not accepted.

Required insert quantity: contact production dept.

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:

Melissa Hum

JAMA Oncology (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.

Disposition of Material

Contact Production Services if you do not want excess inserts destroyed — there may be a storage charge for holding excess inserts. The agency or advertiser will be contacted if the excess is 10% or more than what was requested by Production Services (312) 464-5713.

Agency Commission

15% discount will apply to all orders.

Combined Frequency Savings

All pages in *JAMA* and the *JAMA* Specialty journals combine to determine an advertiser's earned frequency level. ROB full pages, fractionals, and insert pages each count as 1X toward the earned frequency during one contract year.

Prescribing Information (PI)/Important Safety Information (ISI) Discount:

Advertisers earn a 50% discount beginning with the 3rd PI/ISI page.

2020 Advertiser Savings Program (ASP)

The 2020 Advertiser Savings Program is effective with January 1, 2020, insertion orders.

The 2020 Advertiser Savings Program is based on an advertiser's 2019 gross advertising in all of the American Medical Association's print and digital media, except cover tips.

- For example: In 2019 an advertiser placed \$4,250,000 in advertising space with the American Medical Association publications. The advertiser will receive a 6.0% savings on all 2020 advertising space, beginning with January 2020 orders.

The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. These combined earned frequency policies are outlined in each AMA publication's rate card. The Advertiser Savings Program applies to recognized advertiser parent companies and their subsidiaries.

| Incentive Level | Savings Rate | Minimum Savings |
|------------------------------|--------------|-----------------|
| \$ 300,000 to \$ 500,000 | 1.00% | \$ 3,000 |
| \$ 500,001 to \$ 1,000,000 | 2.00% | \$ 10,000 |
| \$ 1,000,001 to \$ 1,500,000 | 3.00% | \$ 30,000 |
| \$ 1,500,001 to \$ 2,000,000 | 3.50% | \$ 52,500 |
| \$ 2,000,001 to \$ 2,500,000 | 4.00% | \$ 80,000 |
| \$ 2,500,001 to \$ 3,000,000 | 4.50% | \$ 112,500 |
| \$ 3,000,001 to \$ 3,500,000 | 5.00% | \$ 150,000 |

For detailed information and your current account status, please contact your account manager.

Buy 5 Get 1 Free or Buy 9/Get 10, 11 Free

Advertise the same product in five issues and receive a free advertisement (same size) in the 6th issue. Free insertion does not go toward earned time rate. Premium position advertisers pay the premium charge on the free insertion. Buy 9, get the 10th and 11th insertions free.

Digital Rates and Placements

Advertising sold on 10% share of voice basis. Advertising package includes:

- ROS, ads on articles, home page, interstitial & mobile placements*
- 10 advertisers max
- \$2,400 flat rate (net) for 10% SOV of all available inventory

| Placement | Rate | 728 x 90 | 120 x 600 | 160 x 600 | 300 x 250 | 300 x 600 |
|---------------------------|--------------|----------|-----------|-----------|-----------|-----------|
| Run of Site | | X | X | X | X | X |
| Geo-Targeting | | X | X | X | X | X |
| Affinity Targeting | \$200, CPM | X | X | X | X | X |
| Ads on Articles | | X | | | X | X |
| Homepage Roadblocks | | X | | | X | |
| Mobile | | | | | X | X |
| Riser | | X | | | | |
| Prestitials** | \$200, CPM | | | | X | |
| Email Alert: e-ToC | \$3,300 Flat | X | | | | |
| Email Alert: Online First | \$2,300 Flat | X | | | | |
| International ROS | | 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.

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 Mobil/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. |

Cover Tip Advertising

- The issue, with cover tip, will be poly bagged (included in the price)
- Maximum circulation: 150,000
- Regular production deadlines apply (see rate card)
- Cover tips are subject to editorial approval
- Cover Tips over 1/4" thickness may be rejected or may need additional manufacturing
- Cover Tips with multiple pages must be tabbed closed. Do not use perforated tabs
- Cover Tips with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7" w x 5" h
- Minimum size: 4.5" w x 4" h
- Preferred Stock: 80# textbook
- Maximum Weight: 8pt or 120#
- Bleed 1/8" (7-1/4 x 5-1/4)
- Margin for live matter is 3/8" from trim edge
- Required Spoilage by Circulation:
 - 0-25,000 = 20%
 - 25,001-50,000 = 15%
 - 50,001-100,000 = 10%
 - Over 100,000 = 7%

Shipping information:

Denise Steinhauser (samples only)

American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

Melissa Hum (samples & materials)

JAMA Oncology (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

- The issue, with outsert, will be poly bagged (included in the price)
- Regular production deadlines apply (see rate card)
- Outserts are subject to editorial approval
- Outserts over 1/4" thickness may be rejected or may need additional manufacturing
- Outserts with multiple pages must be tabbed closed. Do not use perforated tabs
- Outserts with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7 7/8" x 10 3/4" (trimmed size of publication)
- Minimum Size: 4.5" x 4"
- Preferred Stock: 80# textbook
- Maximum Weight for 2 page outsert: 16 pt
- Required Spoilage by Circulation:
 - 0-25,000 = 20%
 - 25,001-50,000 = 15%
 - 50,001-100,000 = 10%
 - Over 100,000 = 7%

Shipping information:

Denise Steinhauser (samples only)

American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

Melissa Hum (samples & materials)

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

AMA Publications

JAMA (Journal of the American Medical Association)

JAMA Cardiology

JAMA Dermatology

JAMA Internal Medicine

JAMA Neurology

JAMA Oncology

JAMA Ophthalmology

JAMA Otolaryngology – Head & Neck Surgery

JAMA Pediatrics

JAMA Psychiatry

JAMA Surgery