



# **CME / Product / Service Advertising Rate Card**

NUMBER 25A

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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/DocumentLibrary/Advertising/AMA\\_Advertising\\_Principles\\_Feb2016.pdf](http://jamanetwork.com/DocumentLibrary/Advertising/AMA_Advertising_Principles_Feb2016.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.

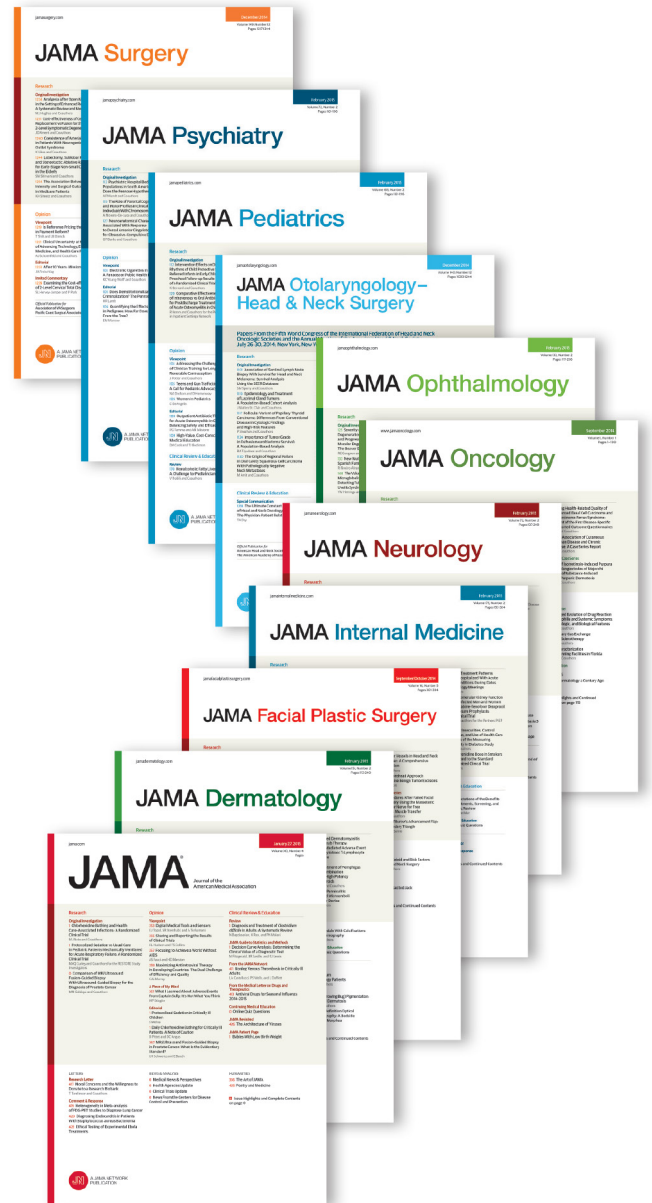
## Strong Penetration of 10 Key Fields

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 2017

Publication	Circulation
JAMA	289,497
JAMA Dermatology	12,606
JAMA Facial Plastic Surgery	1,485
JAMA Psychiatry	8,525
JAMA Internal Medicine	11,298
JAMA Neurology	5,917
JAMA Oncology	13,857
JAMA Ophthalmology	12,689
JAMA Otolaryngology HNS	3,564
JAMA Pediatrics	4,729
JAMA Surgery	4,007

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



# Advertising Rates

## 2018 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	\$7,925	\$6,990	\$5,160	\$4,185	\$2,920	\$2,155	\$535
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.

# 2018 Issue & Closing Dates

## JAMA

Issue	Deadline
Jan 02	12/7/17
Jan 09	12/14/17
Jan 16	12/20/17
Jan 23-30	12/27/17 ■
Feb 06	1/11/18
Feb 13	1/18/18
Feb 20	1/25/18 ■
Feb 27	2/1/18
Mar 06	2/8/18 ■
Mar 13	2/15/18 ■
Mar 20	2/22/18
Mar 27	3/1/18
Apr 03	3/8/18
Apr 10	3/15/18 ■
Apr 17	3/22/18 ■
Apr 24	3/29/18
May 01	4/5/18
May 08	4/12/18
May 15	4/19/18 ■
May 22-29	4/26/18
Jun 05	5/10/18
Jun 12	5/17/18
Jun 19	5/24/18 ■
Jun 26	5/31/18

• Early closing due to holiday

## JAMA Dermatology

Issue	Deadline
JAN	12/6/17
FEB	1/16/18 ■
MAR	2/13/18
APR	3/13/18
MAY	4/10/18
JUN	5/15/18
JUL	6/12/18
AUG	7/10/18
SEP	8/13/18
OCT	9/11/18
NOV	10/16/18
DEC	11/9/18

Issue	Deadline
Jul 03	6/7/18
Jul 10	6/14/18
Jul 17	6/21/18
Jul 24-31	6/28/18
Aug 07	7/12/18
Aug 14	7/19/18
Aug 21	7/26/18
Aug 28	8/2/18
Sep 04	8/9/18 ■
Sep 11	8/16/18
Sep 18	8/23/18
Sep 25	8/30/18
Oct 02	9/6/18
Oct 09	9/13/18 ■
Oct 16	9/20/18 ■
Oct 23-30	9/27/18 ■
Nov 06	10/11/18 ■
Nov 13	10/18/18 ■
Nov 20	10/25/18
Nov 27	11/1/18 ■
Dec 04	11/8/18 ■
Dec 11	11/15/18
Dec 18	11/21/18 •
Dec 21	11/29/18

## JAMA Facial Plastic Surgery

Issue	Deadline
JAN/FEB	12/14/17
MAR/APR	2/14/18
MAY/JUN	4/18/18
JUL/AUG	6/19/18
SEP/OCT	8/21/18
NOV/DEC	10/17/18

**JAMA Internal Medicine**

Issue	Deadline
JAN	11/30/17
FEB	1/4/18
MAR	2/2/18
APR	3/2/18 ■
MAY	4/6/18
JUN	5/4/18
JUL	6/1/18
AUG	7/6/18
SEP	8/3/18
OCT	8/30/18
NOV	10/5/18
DEC	10/31/18

**JAMA Neurology**

Issue	Deadline
JAN	12/5/17
FEB	1/11/18
MAR	2/9/18
APR	3/9/18 ■
MAY	4/13/18
JUN	5/11/18
JUL	6/8/18
AUG	7/13/18
SEP	8/10/18
OCT	9/7/18
NOV	10/12/18
DEC	11/7/18

**JAMA Oncology**

Issue	Deadline
JAN	12/7/17
FEB	1/9/18
MAR	2/7/18
APR	3/14/18 ■
MAY	4/11/18
JUN	5/16/18 ■
JUL	6/12/18
AUG	7/11/18
SEP	8/14/18
OCT	9/12/18
NOV	10/10/18 ■
DEC	11/12/18 ■

**JAMA Ophthalmology**

Issue	Deadline
JAN	12/7/17
FEB	1/9/18
MAR	2/7/18
APR	3/14/18 ■
MAY	4/11/18 ■
JUN	5/16/18
JUL	6/12/18
AUG	7/11/18
SEP	8/14/18
OCT	9/12/18
NOV	10/10/18
DEC	11/12/18

**JAMA Otolaryngology – Head & Neck Surgery**

Issue	Deadline
JAN	12/14/17
FEB	1/17/18
MAR	2/14/18
APR	3/21/18 ■
MAY	4/18/18
JUN	5/23/18
JUL	6/19/18
AUG	7/18/18
SEP	8/21/18
OCT	9/19/18
NOV	10/17/18
DEC	11/19/18

**JAMA Pediatrics**

Issue	Deadline
JAN	11/30/17
FEB	1/4/18
MAR	2/2/18
APR	3/2/18
MAY	4/6/18 ■
JUN	5/4/18
JUL	6/1/18
AUG	7/6/18
SEP	8/3/18
OCT	8/30/18
NOV	10/5/18 ■
DEC	10/31/18

**JAMA Psychiatry**

Issue	Deadline
JAN	12/1/17
FEB	1/8/18
MAR	2/6/18
APR	3/6/18
MAY	4/3/18 ■
JUN	5/8/18
JUL	6/5/18
AUG	7/2/18
SEP	8/7/18
OCT	9/4/18
NOV	10/9/18
DEC	11/2/18

**JAMA Surgery**

Issue	Deadline
JAN	12/13/17
FEB	1/23/18
MAR	2/20/18
APR	3/20/18
MAY	4/17/18
JUN	5/22/18
JUL	6/18/18
AUG	7/17/18
SEP	8/20/18
OCT	9/18/18
NOV	10/23/18
DEC	11/16/18

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 (●), 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 16-19	Napa, CA		SUR
Feb	Society of Critical Care Medicine	Feb 25-28	San Antonio, TX	X	
Mar	American Academy of Dermatology	Feb 16-20	San Diego, CA		DER
Mar	American College of Cardiology	Mar 10-12	Orlando, FL	X	INM, CAR
Mar	Endocrine Society	Mar 17-19	Chicago, IL	X	
Apr	American College of Physicians	Apr 19-21	New Orleans, LA	X	INM
Apr	American Association for Cancer Research	Apr 14-18	Chicago, IL		ONC
Apr	American Academy of Neurology	Apr 21-27	Los Angeles, CA		NER
Apr	COSM - Combined Otolaryngological Spring Meetings	Apr 18-22	National Harbor, MD		OTO
May	Pediatric Academic Society	May 5-9	Toronto, CN		PED
May	Association of VA Surgeons	May 6-8	Miami, FL	X	SUR
Apr	Association for Research in Vision & Ophthalmology (ARVO)	Apr 29 - May 2	Honolulu, HI		OPH
May	American Thoracic Society	May 18-23	San Diego, CA	X	
May	American Psychiatric Association	May 5-9	New York, NY		PSY
Jun	American Society of Clinical Oncology	Jun 1-5	Chicago, IL		ONC
Jun	American Diabetes Association	Jun 22-26	Orlando, FL	X	INM, PED
Jul	American Head & Neck Cancer Int'l Conf	Jul 16-20	Seattle, WA		ONC
Sep	American Academy of Family Physicians	Oct 9-13	New Orleans, LA	X	
Oct	Infectious Diseases Week	Oct 3-7	San Francisco, CA	X	
Oct	American Society of Human Genetics	Oct 16-20	San Diego, CA	X	
Oct	American Society of Nephrology	Oct 23-28	San Diego, CA	X	
Nov	American Academy of Pediatrics	Nov 3-6	Orlando, FL		PED
Nov	American Heart Association	Nov 11-14	Chicago, IL	X	
Dec	American Society of Hematology	Nov 29 - Dec 4	San Diego, CA		ONC
Dec	San Antonio Breast Cancer Symposium	Dec 4-8	San Antonio, TX	X	



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# 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 2018 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 2018, 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.

## 2018 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

Typesetting Fees please see page 5.

## 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	

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# 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*

**Classified Advertising**

American Medical Association

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800.262.2260 • 312.464.5909 fax

[classifieds@jamanetwork.com](mailto:classifieds@jamanetwork.com)

[www.jamacareercenter.com](http://www.jamacareercenter.com)