

2017 Print Edition Rate Card

Effective January 1, 2017

Covertip
Advertising
Available

jama.com

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Volume 315, Number 17
Pages 1805-1920

JAMA[®]

Journal of the
American Medical Association

Research

Original Investigation

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

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 Bunrock and Coauthors

1864 Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011
KE Fleming-Dutra and Coauthors

1874 Association Between Availability of a Price Transparency Tool and Outpatient Spending
S Desai and Coauthors

Opinion

Viewpoint

1829 Patient Safety at the Crossroads
TK Gandhi, D Berwick, and KG Shojania

1831 Toward a Safer Health Care System: The Critical Need to Improve Measurement
A Jha and P Pronovost

1833 Eliminating the Term Primary Care "Provider": Consequences of Language for the Future of Primary Care
AH Goroll

A Piece of My Mind

1835 Tasteless Insights
DB Williams

Editorial

1837 Optimizing Treatment for Locally Advanced Pancreas Cancer: Progress but No Precision
D Schrag

1839 Addressing the Appropriateness of Outpatient Antibiotic Prescribing in the United States: An Important First Step
PD Tamma and SE Cosgrove

1842 Price Transparency: Not a Panacea for High Health Care Costs
KG Volpp

Clinical Review & Education

Review

1882 Pancreatic Cyst Disease: A Review
A Stark and Coauthors

From The JAMA Network
1894 Recognizing Sun Safety as an Employee Health Issue

LA Crane and RP Dellavalle

JAMA Clinical Challenge

1896 An Elderly Unresponsive Patient
R Shah and Coauthors

Continuing Medical Education
1898 Online Quiz Questions

JAMA Patient Page

1919 Dietary Guidelines for Americans—Eat Less Fat

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Research Letter

1899 Infections in Early Life and Development of Type 1 Diabetes
A Beyerlein and Coauthors

Comment & Response

1901 Noninvasive Ventilation and Outcomes Among Immunocompromised Patients

1903 The Undiagnosed Diseases Program

1904 Treatment of Patients With Stable Ischemic Heart Disease

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Medical News & Perspectives

1821 Twenty Years After Folic Acid Fortification, FDA Ponders Expansion to Corn Masa Flour

1822 The JAMA Forum

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1818 The Art of JAMA

1908 Poetry and Medicine

1909 JAMA Revisited

Issue Highlights and Continued Contents on page 1811

Contacts

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Rates

1. Effective Date and Discounts

- a) Effective Rate Date:** January 1, 2017
- 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) Prescribing 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 2017 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 2017 Advertiser Savings Program is based on an advertiser's 2016 gross advertising in all of the American Medical Association's (AMA) print and digital media, except covertsips.
- When an advertiser's 2017 gross advertising exceeds its 2016 gross advertising, the advertiser will be afforded the next highest earned savings for all additional 2017 dollars that surpassed the 2016 amount.
- 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 2017 insertions. The program begins with a minimum of 18 product insertions in *JAMA*. The following are product savings at the various insertion levels:

LEVEL	MINIMUM JAMA INSERTIONS	PERCENTAGE
1	14	5%
2	24	10%
3	30	15%
4	36	20%
5	48	25%

Program Components

- 1) The minimum number of insertions at each level must be committed to within a calendar year so that savings can be realized immediately. One full page is the minimum insertion size.
- 2) The *JAMA* PC Program earned discount percentage will be added to the product's Corporate Advertiser Savings Program earned discount percentage. The total of these two discounts will be taken off the product's gross insertion expenditure.
- 3) An advertiser can project what *JAMA* PC Program level they will end the year at and begin to realize savings immediately. If the product does not meet, or exceeds its projected level, that product will be short-rated or rebated accordingly. However, if the product is pulled off the market because of an FDA ruling, the established savings percentage will remain and the company will not be penalized for loss of product continuity.
- 4) All of a product's indications work to build a product's insertion level.

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 savings generated by the PC Program.

- New products launched February through December are eligible
- You must commit to an average of either 2, 3, or 4 insertions a month from launch through the end of the year (minimum insertions not required for first month of launch)
- Launch Component Discount Levels:
 - 2 insertions a month (average): **10% Discount**
 - 3 insertions a month (average): **15% Discount**
 - 4 insertions a month (average): **25% Discount**

3. Rates for Calendar Year 2017

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				
192	13,119	11,422				

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				
192	11,209	9,760				

* These rates do not apply for inserts.

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) *JAMA* Insert Circulation Selections by specialty—please see Section 30 in this rate card.

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

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

d) **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. Insert Rates for Calendar Year 2017

2-Page Insert Rates

CIRC	UNDER 20,000	20,001-30,000	30,001-40,000	40,001-50,000	50,001-60,000	60,001-70,000	70,001-80,000	80,001-90,000	90,001-100,000	100,001-120,000	120,001-150,000	150,001-180,000	180,001-210,000	210,001-240,000	240,001-270,000	FULL RUN
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	11,974	12,750	14,610	15,542	17,874	19,432	20,824	22,070	23,154	24,396	25,952	27,224	29,054	29,990	31,230	32,162
12	11,510	12,252	14,040	14,932	17,162	18,650	19,986	21,182	22,218	23,406	24,896	26,122	27,870	28,758	29,952	30,844
24	11,404	12,136	13,900	14,782	16,996	18,466	19,790	20,970	21,994	23,170	24,640	25,856	27,588	28,470	29,646	30,532
36	10,998	11,706	13,404	14,252	16,372	17,790	19,058	20,188	21,182	22,308	23,728	25,002	26,552	27,398	28,532	29,376
48	10,756	11,442	13,098	13,924	15,988	17,376	18,616	19,722	20,690	21,788	23,166	24,306	25,926	26,750	27,858	28,682
72	10,676	11,362	13,000	13,820	15,876	17,238	18,472	19,570	20,526	21,612	22,992	24,160	25,726	26,546	27,634	28,460
96	10,610	11,288	12,918	13,732	15,770	17,130	18,350	19,436	20,384	21,474	22,830	23,986	25,542	26,358	27,450	28,264
144	10,530	11,206	12,822	13,632	15,650	16,998	18,208	19,288	20,230	21,310	22,652	23,832	25,344	26,156	27,240	28,042
192	10,464	11,126	12,734	13,532	15,538	16,874	18,082	19,152	20,084	21,156	22,492	23,716	25,168	25,970	27,040	27,834

4-Page Insert Rates

CIRC	UNDER 20,000	20,001-30,000	30,001-40,000	40,001-50,000	50,001-60,000	60,001-70,000	70,001-80,000	80,001-90,000	90,001-100,000	100,001-120,000	120,001-150,000	150,001-180,000	180,001-210,000	210,001-240,000	240,001-270,000	FULL RUN
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	22,848	24,400	28,120	29,984	34,648	37,764	40,548	43,040	45,208	47,692	50,804	53,348	57,008	58,880	61,360	63,224
12	21,920	23,404	26,980	28,764	33,224	36,200	38,872	41,264	43,336	45,712	48,692	51,144	54,640	56,416	58,804	60,588
24	21,708	23,172	26,700	28,464	32,892	35,832	38,480	40,840	42,888	45,240	48,180	50,612	54,076	55,840	58,192	59,964
36	20,896	22,312	25,708	27,404	31,644	34,480	37,016	39,276	41,264	43,516	46,356	48,904	52,004	53,696	55,964	57,652
48	20,412	21,784	25,096	26,748	30,876	33,652	36,132	38,344	40,280	42,476	45,232	47,512	50,752	52,400	54,616	56,264
72	20,252	21,624	24,900	26,540	30,652	33,376	35,844	38,040	39,952	42,124	44,884	47,220	50,352	51,992	54,168	55,820
96	20,120	21,476	24,736	26,364	30,440	33,160	35,600	37,772	39,668	41,848	44,560	46,872	49,984	51,616	53,800	55,428
144	19,960	21,312	24,544	26,164	30,200	32,896	35,316	37,476	39,360	41,520	44,204	46,564	49,588	51,212	53,380	54,984
192	19,828	21,152	24,368	25,964	29,976	32,648	35,064	37,204	39,068	41,212	43,884	46,332	49,236	50,840	52,980	54,568

6-Page Insert Rates

CIRC	UNDER 20,000	20,001-30,000	30,001-40,000	40,001-50,000	50,001-60,000	60,001-70,000	70,001-80,000	80,001-90,000	90,001-100,000	100,001-120,000	120,001-150,000	150,001-180,000	180,001-210,000	210,001-240,000	240,001-270,000	FULL RUN
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	33,722	36,050	41,630	44,426	51,422	56,096	60,272	64,010	67,262	70,988	75,656	79,472	84,962	87,770	91,490	94,286
12	32,330	34,556	39,920	42,596	49,286	53,750	57,758	61,346	64,454	68,018	72,488	76,166	81,410	84,074	87,656	90,332
24	32,012	34,208	39,500	42,146	48,788	53,198	57,170	60,710	63,782	67,310	71,720	75,368	80,564	83,210	86,738	89,396
36	30,794	32,918	38,012	40,556	46,916	51,170	54,974	58,364	61,346	64,724	68,984	72,806	77,456	79,994	83,396	85,928
48	30,068	32,126	37,094	39,572	45,764	49,928	53,648	56,966	59,870	63,164	67,298	70,718	75,578	78,050	81,374	83,846
72	29,828	31,886	36,800	39,260	45,428	49,514	53,216	56,510	59,378	62,636	66,776	70,280	74,978	77,438	80,702	83,180
96	29,630	31,664	36,554	38,996	45,110	49,190	52,850	56,108	58,952	62,222	66,290	69,758	74,426	76,874	80,150	82,592
144	29,390	31,418	36,266	38,696	44,750	48,794	52,424	55,664	58,490	61,730	65,756	69,296	73,832	76,268	79,520	81,926
192	29,192	31,178	36,002	38,396	44,414	48,422	52,046	55,256	58,052	61,268	65,276	68,948	73,304	75,710	78,920	81,302

8-Page Insert Rates

CIRC	UNDER 20,000	20,001-30,000	30,001-40,000	40,001-50,000	50,001-60,000	60,001-70,000	70,001-80,000	80,001-90,000	90,001-100,000	100,001-120,000	120,001-150,000	150,001-180,000	180,001-210,000	210,001-240,000	240,001-270,000	FULL RUN
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	44,596	47,700	55,140	58,868	68,196	74,428	79,996	84,980	89,316	94,284	100,508	105,596	112,916	116,660	121,620	125,348
12	42,740	45,708	52,860	56,428	65,348	71,300	76,644	81,428	85,572	90,324	96,284	101,188	108,180	111,732	116,508	120,076
24	42,316	45,244	52,300	55,828	64,684	70,564	75,860	80,580	84,676	89,380	95,260	100,124	107,052	110,580	115,284	118,828
36	40,692	43,524	50,316	53,708	62,188	67,860	72,932	77,452	81,428	85,932	91,612	96,708	102,908	106,292	110,828	114,204
48	39,724	42,468	49,092	52,396	60,652	66,204	71,164	75,588	79,460	83,852	89,364	93,924	100,404	103,700	108,132	111,428
72	39,404	42,148	48,700	51,980	60,204	65,652	70,588	74,980	78,804	83,148	88,668	93,340	99,604	102,884	107,236	110,540
96	39,140	41,852	48,372	51,628	59,780	65,220	70,100	74,444	78,236	82,596	88,020	92,644	98,868	102,132	106,500	109,756
144	38,820	41,524	47,988	51,228	59,300	64,692	69,532	73,852	77,620	81,940	87,308	92,028	98,076	101,324	105,660	108,868
192	38,556	41,204	47,636	50,828	58,852	64,196	69,028	73,308	77,036	81,324	86,668	91,564	97,372	100,580	104,860	108,036

10. Sizes and Specifications

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

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

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.

11. Trimming

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

Trimming: 1/8in off all 4 sides.

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

12. Quantity

Quantities required are:

Full Run = 299,006

JAMA Mini = 184,720

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%

Issues and Closing Dates

2017 Issuance and Closing

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

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). Stack 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, 2017

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, e-mail 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 healthcare
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 37.7

Circulation

26. Description of Circulation Parameters

JAMA is received by physicians in 104 specialties. For a detailed breakout of JAMA's circulation, please refer to Section 29.

27. Demographic Selection Criteria

Qualified Paid Circulation: see July 2016 BPA Audit

28. Circulation Verification

Audit: BPA Audit, July 2016

Inking: AAAA offset standard

29. Projected Circulation

SPECIALTY	CODE	OFFICE	HOSPITAL	TPC
Family Medicine	FM	59,192	6,396	65,588
General Practice	GP	2,588	100	2,688
Internal Medicine	IM	67,132	14,497	81,629
Osteopath	DO	17,204	741	17,945
Cardiovascular Dis	CD	14,238	2,632	16,870
JAMA Estimated Mini Edition				184,720

FULL RUN INCLUDES MINI AND THESE SPECIALISTS:

Addiction Med	ADM	33	7	40
Aerospace Med	AM	5	16	21
Allergy	A	64	4	68
Allergy & Immno	AI	472	45	517
Anes, Crit Care	CCA	49	46	95
Anesthesiology	AN	2,565	1,392	3,957
Critical Care Med	CCM	96	90	186
Dermatology	D	1,860	328	2,188
Diabetes	DIA	15	2	17
Emergency Med	EM	1,258	1,349	2,607
Endocrinology	END	432	151	583
FPS, OTO	FPS	83	4	87
FP, Geriatric Med	FPG	79	20	99
Gastroenterology	GE	1,332	336	1,668
Gen Surgery	GS	2,298	1,363	3,661
Gynecological Oncology	GO	53	25	78
Gynecology	GYN	208	21	229
IM, Geriatrics	IMG	258	102	360
Infectious Disease	ID	4,338	1,539	5,877
Maternal & Fetal Med	MFM	83	28	111
Neonatal-Perinatal Med	NPM	183	146	329
Nephrology	NEP	921	228	1,149
Neurology	N	1,258	448	1,706
Neurology, Child	CHN	60	59	119
Obstetrics & Gynecology	OBG	3,399	780	4,179
Occupational Med	OM	136	41	177
Ophthalmology	OPH	2,325	298	2,623

SPECIALTY	CODE	OFFICE	HOSPITAL	TPC
ORS, Ped Ortho	OP	47	21	68
ORS, Sports Med	OSM	200	36	236
Otolaryngology	OTO	1,317	320	1,637
Pathology,Anatomic/Clinical	PTH	453	433	886
Ped Cardiology	PDC	77	66	143
Ped Hem-Onc	PHO	39	40	79
Pediatrics	PD	2,663	1,191	3,854
Pharmacology, Clin	PA	1	2	3
Phs Med & Rehab	PM	831	237	1,068
Preventive Med, Gen	GPM	68	61	129
Psychiatry	P	2,297	1,078	3,375
Psychiatry, Child	CHP	505	199	704
Psychoanalysis	PYA	20	-	20
Pulmonary Disease	PUD	905	383	1,288
Radiology	R	577	275	852
Radiology, Diagnostic	DR	1,171	765	1,936
Radiation Oncology	RO	495	263	758
Reproductive Endo	REN	119	11	130
Rheumatology	RHU	538	119	657
Surgery, Plastic	PS	731	124	855
Surgery, Colon & Rectal	CRS	225	61	286
Surgery, Critical Care	CCS	98	83	181
Surgery, Head & Neck	HNS	21	9	30
Surgery, Neurological	NS	794	315	1,109
Surgery Orthopedic	ORS	2,090	600	2,690
Surgery, Pediatric	PDS	64	47	111
Surgery, Thoracic	TS	444	192	636
Surgery, Urological	U	1,003	286	1,289
Surgery, Vascular	VS	375	100	475
Other Specialties	OS	2,250	1,279	3,529
Unspecified	US	155	2,179	2,334
Sub-Total		204,790	44,009	248,799
Students	---			13,043
All Others	---			37,164
Grand Total				299,006

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 on-line 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 6mm 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 Debra Camp at Debra.Camp@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:

Brian Donald / Imaging

Email: brian.donald@qg.com

(262) 673-1617

JAMA (issue date)

Quad Graphics Inc.

1900 West Sumner Street

Hartford, WI 53027