

Covertip
Advertising
Available

2017 Print Edition Rate Card

Effective January 1, 2017

Contacts

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JAMA Ophthalmology informs readers of progress, problems, and pertinent research in the practice of ophthalmology through the publication of peer-reviewed original contributions and observations.

JAMA Ophthalmology is one of the best-read, most frequently cited publications in its field because it addresses so many needs and interests of busy physicians. Articles of paramount importance, particularly Clinical Trials, receive expedited publication. Special departments provide in-depth information on new instruments, surgical techniques, socio-economics, history, controversies, molecular ophthalmic genetics, and epidemiology.

Many articles make lavish use of color. *JAMA Ophthalmology's* broad circulation ensures that the journal gets into the hands of office- and hospital-based ophthalmologists and leading academicians.

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.

Publication Statistics

Established: 1869; **Current title:** 2013

Editorial source: peer-reviewed, original manuscripts

Manuscripts submitted, accepted: 1089, 21%

Time from acceptance to publication: average: 5 months

Average issue total folio: 146 pages

Average ad/edit ratio: 13:87

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
1/1/17	12/5/16	12/9/16
2/1/17	1/5/17	1/11/17
3/1/17	2/3/17	2/9/17
4/1/17	3/10/17	3/16/17
5/1/17	4/7/17	4/13/17
6/1/17	5/4/17	5/10/17
7/1/17	6/8/17	6/14/17
8/1/17	7/7/17	7/13/17
9/1/17	8/10/17	8/16/17
10/1/17	9/8/17	9/14/17
11/1/17	10/6/17	10/12/17
12/1/17	11/8/17	11/14/17

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

JAMA Ophthalmology

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 ophthalmology, 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. Request is mandatory for physicians other than residents and program directors.

Qualified list origin: AMA Physician Masterfile

Source breakout: 41% rosters, 50% request, 6% paid, 3% complimentary.

Verification: sworn statement

Specialty/geographic breakout: see circulation statement

Projected 2017 circulation: 15,398

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	2,427	2,072	1,838	1,432	1,155	979
6	2,294	1,964	1,742	1,361		
12	2,190	1,876	1,662	1,295		
24	2,109	1,800	1,594	1,241		
36	2,064	1,765	1,565	1,222		
48	2,023	1,728	1,529	1,193		
72	1,971					
96	1,896					
144	1,794					
192	1,788					

Color	Additional
Matched Color	990
2-Color	785
3-Color	2,245
4-Color	2,245
5-Color	3,230
Metallic Inks	1,680
4 Color + Metallic	3,925

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)	890
4 th Cover (4-Color mandatory)	960
Opp In This Issue	370
Opp Staff List	370
Opp 1 st Reading	370

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:

Brian Donald/Imaging
JAMA Ophthalmology (issue date)
Quad Graphics
1900 W. Sumner Street
Hartford, WI 53027
Phone: (262) 673-1617
Brian.Donald@qg.com

Ad Page Dimensions

	STANDARD PAGE		BLEED PAGE	
	WIDTH	DEPTH	WIDTH	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: 7-7/8" x 10-1/2". **Safety:** keep live matter 1/4" from trim.

If a spread does not align, it can be single pages.

If a spread ad is in alignment, it needs to be sent as a spread.

Insert Specifications

Send samples of insert stock to Production Services.

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

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.

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.

Quantity: 18,500 per issue

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 Ophthalmology (issue date)

Quad/Graphics, Inc.

555 South 108th Street

West Allis, WI 53214-1145

Inserts will be accepted 7:00am to 11:00pm, Monday-Friday on a "First Come, First Serve" basis. Please call 414-566-3277 for appointment to expedite receiving product. 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.

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) 464-4290.

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 1 x 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.

Network Savings

Any product running display advertising simultaneously in 2 or more of the AMA's *JAMA Specialty* journals is eligible for network rates under specified conditions. Ads must be for the same product, and must run during the same month. Ad units may carry different messages and may differ in size.

Page rates no longer are being published for the *JAMA Specialty* Network. Savings will be invoiced as percentages, after all other AMA savings programs have been applied.

Number of <i>JAMA Specialty</i> Journals	2	3	4+
Applicable Network Savings	10%	15%	20%

Advertising Discount Program

A separate insertion order is required for each journal in a network buy. Each insertion order must state "JAMA Specialty Network." To ensure that no component of a network buy is overlooked, all journals in the buy that month should be noted on pertinent insertion orders. Separate mechanicals (electronic media or film) are required for each journal.

Not all *JAMA Specialty* Journals are issued at the same frequency. Ads in corresponding issues may qualify for network discounts.

Any ad that does not meet all requirements will be billed at standard rates. If an advertiser begins a schedule using several *JAMA Specialty* journals, and then cuts back to fewer journals, relevant rates will apply for subsequent ad space. For quotes and additional information, contact Advertising Services (312) 464-2455.

2017 Advertiser Savings Program (ASP)

The 2017 Advertiser Savings Program is effective with January 1, 2017, insertion orders.

The 2017 Advertiser Savings Program is based on an advertiser's 2016 gross advertising in all of the American Medical Association's print and digital media, except covertsips.

- For example: In 2016 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 2017 advertising space, beginning with January 2017 orders.
- When advertiser's 2017 gross advertising expenditure exceeds its 2016 gross advertising expenditure, 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. 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.

Basic Program

The Product Continuity Program is a product advertising insertion-based program involving the AMA's *JAMA Ophthalmology*. The program offers product savings with a minimum of 12 product insertions. The following is the product savings at the 12 insertion level.

Basic Program Savings

Minimum Insertions	Rate
12 insertions per year	10%

Launch Component

New products launched February through December are eligible for the launch component. Advertising of 1 insertion a month results in a 7% discount. Also applies to products with new indications, dosage form/size, etc. You must commit to 1 insertion a month from launch through the end of the year. Should you reach the 12-insertion minimum with your product launch, you will receive the 10% product continuity discount.

Program Conditions

The minimum number of insertions must be met within a calendar year. One full page in *JAMA Ophthalmology* is the minimum insertion size. For simplicity, and maximum savings, the Product Continuity Program percent savings will be taken off the product's gross insertion expenditure. The PC discount should be added to the corporation's Corporate Advertising Savings Program (ASP) earned discount, and the resulting total taken off of the gross insertion cost. If you project that your product will achieve the minimum of 12 insertions for the year, you can begin to realize savings immediately. At your earliest convenience, please notify the AMA's Advertising Services Department at (312) 464-2455 of your product's planned PC Program participation level. If the product does not meet the minimum 12 insertions during the calendar year, then the product will be short-rated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity. All of a product's indications work together to attain a product's minimum insertion level.

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