

Covertip
Advertising
Available

2017 Print Edition Rate Card

Effective January 1, 2017

Contacts

Editor

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

Insertion Order or Billing Questions

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

Production Questions

Debra Camp
(312) 464-5713
debra.camp@ama-assn.org

Display + Online

119 Cherry Hill Road
Suite 330
Parsippany, NJ 07054-1114
(973) 263-9191
(973) 263-9898 Fax

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.

Publication Statistics

Established: 1920; current title: 2013

Editorial source: peer-reviewed, original manuscripts

Manuscripts submitted, average: 1058, 25%

Time from acceptance to publication: 6 months

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
1/1/17	12/9/16	12/15/16
2/1/17	1/11/17	1/18/17
3/1/17	2/9/17	2/15/17
4/1/17	3/16/17	3/22/17
5/1/17	4/13/17	4/19/17
6/1/17	5/17/17	5/23/17
7/1/17	6/14/17	6/20/17
8/1/17	7/13/17	7/19/17
9/1/17	8/16/17	8/22/17
10/1/17	9/14/17	9/20/17
11/1/17	10/12/17	10/18/17
12/1/17	11/14/17	11/20/17

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

Source breakout: 42% rosters, 50% request, 5% paid, 3% complimentary.

Verification: sworn statement

Specialty/geographic breakout: see circulation statement

Projected 2017 circulation: 4,287

Rate

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

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 nd Cover (4-Color Mandatory)	\$700
4 th Cover (4-Color Mandatory)	\$800
Opp In This Issue	\$300
Opp Staff List	\$300
Opp 1 st 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:

Brian Donald/Imaging
JAMA Surgery (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	8/18 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 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). 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) 464-5713.

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