

2010 Rate Information

Recruitment • CME • Physician Products & Services



Annals of Internal Medicine



ACP Hospitalist



ACP Internist



ACP Career Connection[®]



Electronic Newsletters and E-TOCs



Internal Medicine 2010 News



**ACP Job Placement Center at
Internal Medicine 2010**

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Recruitment • CME • Physician Products & Services

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All rates are effective January 1, 2010

Contact Information

Advertising Sales

For additional information or to place an ad contact:

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pbayard@acponline.org

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215-351-2738 (fax)
vbensch@acponline.org

Marian Tison
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215-351-2641 (fax)
mtison@acponline.org

Insertion Orders

Insertion orders must be typed and received via mail, fax, or e-mail.

Mailing Address:
Advertising Department
American College of Physicians
190 N. Independence Mall West
Philadelphia, PA 19106-1572

ACP Career Connection®

jobcenter@acponline.org
ACP Job Placement Center
jobplacementcenter@acponline.org

Reprints

Reprints of ACP publications are available in print form and for online use by contacting:

Helen Canavan
Reprint Coordinator
215-351-2663 (phone)
215-351-2686 (fax)
hcanavan@acponline.org

ACP Family of Journals – 2010 Bonus Distribution

Annals of Internal Medicine • ACP Internist ACP Hospitalist • Internal Medicine 2010 News

Internal Medicine 2010

April 22–24 • Toronto, Canada

Official Tote Bag—It's in the Bag

The March issue of *ACP Internist* and *ACP Hospitalist* will be placed in 10,000 official Internal Medicine 2010 tote bags.

<i>ACP Internist</i>	Deadline February 5
<i>ACP Hospitalist</i>	Deadline February 10

Conference Reprint—Free Bonus Distribution

Place your advertisements in one or more of these select issues of *Annals of Internal Medicine*, *ACP Internist*, and *ACP Hospitalist* and we'll reprint your ad for free in our Conference Reprint. This special reprint will be distributed at Internal Medicine 2010.

<i>Annals of Internal Medicine</i>	April 6 issue	Deadline March 1
<i>ACP Internist</i>	April issue	Deadline March 5
<i>ACP Hospitalist</i>	April issue	Deadline March 8

Hospital Medicine 2010

April 8–11 • Washington, DC

Free Bonus Distribution from ACP's booth

Place your advertisements in one or more of these select issues of *Annals of Internal Medicine*, *ACP Internist*, and *ACP Hospitalist* and receive bonus distribution from our booth at Hospital Medicine 2010.

<i>Annals of Internal Medicine</i>	March 16 issue	Deadline February 15
<i>ACP Internist</i>	March issue	Deadline February 5
<i>ACP Hospitalist</i>	March issue	Deadline February 10
<i>Annals of Internal Medicine</i>	April 6 issue	Deadline March 1
<i>ACP Internist</i>	April issue	Deadline March 5
<i>ACP Hospitalist</i>	April issue	Deadline March 8

Career Guides for Residents

Advertise in one or more select issues of *Annals of Internal Medicine*, *ACP Internist*, and *ACP Hospitalist* and we'll reprint your ad free in our *Career Guide for Residents*. The Guides are distributed to over 10,000 residents and program directors.

Free Bonus Distribution

February 2010

<i>ACP Internist</i>	February issue	Deadline January 5
<i>ACP Hospitalist</i>	February issue	Deadline January 11
<i>Annals of Internal Medicine</i>	February 16 issue	Deadline January 15

October 2010

<i>ACP Internist</i>	October issue	Deadline September 3
<i>ACP Hospitalist</i>	October issue	Deadline September 13
<i>Annals of Internal Medicine</i>	October 19 issue	Deadline September 15

Additional Meetings

ACP will be exhibiting and distributing bonus copies of our publications at the following meetings:

	<i>Annals</i>	<i>ACP Hospitalist</i>	<i>ACP Internist</i>
• American College of Cardiology, Atlanta	March 2	February	February
• American College of Rheumatology, Atlanta	November 2	October	October
• American Diabetes Association, Orlando	June 15	May	June
• American Heart Association, Chicago	November 2	October	October
• American Society of Clinical Oncology, Chicago	May 18	May	May
• American Society of Hematology, Orlando	November 16	November	Nov/Dec
• American Thoracic Society, New Orleans	May 4	April	April
• Digestive Disease Week, New Orleans	April 20	April	April
• Pri-Med South, Ft. Lauderdale	January 19	January	January
• Pri-Med West, Anaheim	April 20	April	April
• Renal Week, Denver	November 2	October	October

2010 ACP Electronic Newsletters

The American College of Physicians has multiple opportunities available for electronic advertising. Included among them are:

Annals E-TOC—biweekly circulation

Annals E-TOC provides subscribers with an early notification of the table of contents for the upcoming issue of *Annals of Internal Medicine*. This electronic notification is e-mailed twice monthly to subscribers and members who have asked to receive it.

Annals CME e-alert—biweekly circulation

Annals CME e-alert provides subscribers with electronic notification of new *Annals of Internal Medicine* CME offerings. *Annals* CME is a convenient way for physicians to fulfill their CME requirements. Up to three articles from each issue are designated for credit, and companion CME quizzes are provided online. This electronic notification is e-mailed twice monthly to subscribers and members who have requested to receive it.

ACP InternistWeekly—weekly circulation

ACP InternistWeekly keeps our membership up to date on Medicare news, FDA drug actions, clinical guidelines, and the latest research from top academic journals. The e-newsletter also alerts readers to special features in the print edition of *ACP Internist* and directs them to other online resources and Web exclusives, such as our highly acclaimed supplements on specific diseases.

ACP HospitalistWeekly—weekly circulation

ACP HospitalistWeekly delivers a summary of the week's most compelling news stories directly to readers' inboxes every Wednesday. Each issue contains the latest research and clinical news of interest to hospitalists, as well as regulatory alerts and practice-improvement tips. The service is invaluable to busy physicians who don't have time to scan the many scientific journals and other medical publications that come across their desk. *ACP HospitalistWeekly*'s staff sifts through the news for you and provides easy-to-read summaries of the articles that are most essential to staying up to date and improving your practice.

Internal Medicine 2010 News—Daily E-News Blast

Daily E-News Blast includes daily updates, breaking news, and events live each day from *Internal Medicine 2010*.

Net Advertising Rates

Annals E-TOC

- Plain text: Maximum 35 words plus URL \$4500

Annals CME e-Alert

- Plain text: Maximum 35 words plus URL \$1000

Check for availability as there are only two ads per e-blast.

ACP InternistWeekly

\$1000 weekly

ACP HospitalistWeekly

\$1000 weekly

Daily E-News Blast

\$6000/3 days

Check for availability as there are only three ads per e-blast.

Technical Specifications

Weekly Banner

Vertical Skyscraper	120 x 600 pixels
Horizontal Banner	600 x 100 pixels

All ads should be:

- RGB color (red-green-blue)
- 72 DPI
- Maximum of 30k file size. We recommend around 20k for faster download
- GIF or JPG files
- Animated files must be GIFs
- Nonanimated files work better as JPG if they contain graduations, color screens, or photographs
- **No Flash**

Policies:

Please note that all e-blast ads must be provided 10 days in advance of requested e-mail date. All e-blast ads are subject to the ACP Web Advertising Policy. Specifically, all ads may be removed temporarily or permanently if they compromise any editorial materials on the screens where they appear, as determined by ACP.

Annals of Internal Medicine

Recruitment • Physician Products & Services • CME

Journal Profile

Publisher: American College of Physicians

Editor: Christine Laine, MD, MPH, FACP

Established: 1927

Frequency: Twice monthly

Audience: Internists, internal medicine subspecialists including hospitalists

Circulation: 101,983

CME: Up to three quizzes per issue

Audited by: Business Publishers Association (BPA)

Manuscript Submissions: Our acceptance rate for all submissions in 2008 was 13%.

Impact Factor: 17.5 (*Annals of Internal Medicine* has the highest impact factor worldwide for all internal medicine journals and the fourth highest out of 100 general medical journals.)

Annals of Internal Medicine, the College's flagship, peer-reviewed journal, is listed in Index Medicus and is a benefit of paid ACP membership for internists and medical students.

Editorial Focus

Christine Laine, MD, MPH, FACP, became Editor of *Annals of Internal Medicine* in July 2009. A nationally renowned academic general internist and former vice president and senior deputy editor of *Annals*, Dr. Laine is the youngest Editor in the history of *Annals of Internal Medicine* and brings a unique perspective to the journal. Dr. Laine graduated summa cum laude, with a double major in biology and writing, from Hamilton College. She received her medical degree from State University of New York at Stony Brook, completed residency training in internal medicine at The New York Hospital (Cornell University), and earned a fellowship in general internal medicine and clinical epidemiology at Beth Israel Hospital (Harvard University). She earned her master of public health degree, with a concentration in quantitative methods and clinical epidemiology, at Harvard University. Dr. Laine is a Clinical Associate Professor of Medicine in the Division of Internal Medicine at Jefferson Medical College in Philadelphia, where she continues to teach and see patients.

Dr. Laine intends to continue the tradition of excellence established by her predecessors while striving to chart new and innovative courses that will help make *Annals of Internal Medicine* invaluable to general internists and subspecialists alike. She plans to publish practice-defining studies and cutting-edge commentary on current issues while continuing to improve the amount and quality of practical, summative articles that have immediate clinical relevance. She has authored many articles on such subjects as patient-centered communication, preventive care, quality of care, women in medicine, and HIV/AIDS care. One of her most widely cited articles in the general press is "The Annual Physical Examination: Needless Ritual or Necessary Routine?" Dr. Laine is a proven innovator who has conceived and implemented several well-received features in *Annals*, including Summaries for Patients, Editor's Notes, and the

In the Clinic section. She will continue to develop innovative formats and mechanisms of delivery, so that the journal is an accessible and trusted source of health information for both physicians and the public around the globe.

Annals of Internal Medicine remains a must-read for internists, as well as one of the most highly cited peer-reviewed journals in internal medicine. The following features of the journal illustrate the reasons why *Annals of Internal Medicine* is the authoritative source for physicians:

- **ACP Journal Club:** The best new evidence in internal medicine from over 130 clinical journals in the second issue of each month.
- **In the Clinic:** Evidence-based information about screening, prevention, diagnosis, therapy, and patient education for the practical management of patients with common clinical conditions. Appearing in the first issue of each month, In the Clinic offers answers to frequently asked questions and tools to improve the quality of patient care.
- **Structured Abstracts:** A concise summary of the important information in every article so physicians can quickly and efficiently find useful content.
- **Improving Patient Care:** Articles about quality improvement and patient safety that emphasize the organization of practice rather than the clinical content of care.
- **Summaries for Patients:** Easily understood evidence-based clinical content that internists can pass on to their patients.
- **Current Clinical Issues:** Important breaking news in internal medicine—controversial clinical issues, new clinical discoveries, and key current events.
- **Editors' Notes:** The editors' view on the content, contribution, and implication of the study in a brief, sidebar statement.
- **ACP Clinical Practice Guidelines:** Articles that focus on common problems in primary care and provide concise, clear recommendations that promote evidence-based care.
- **U.S. Preventive Services Task Force (USPSTF) Recommendations:** The USPSTF and *Annals of Internal Medicine* partner to publish nearly all Recommendation Statements that pertain to adult medicine and the systematic reviews that serve as background papers for the Task Force's decisions.
- **Online CME quizzes:** Quizzes that accompany up to three articles from each issue and are designated for *Category 1* credit.
- **On Being a Doctor and On Being a Patient:** Stories that reflect the trials and triumphs of practice in today's world.
- **Ad Libitum and Personae:** Original poetry and photography by practicing physicians.

Bonus Distribution

ACP will be exhibiting and distributing bonus copies of *Annals of Internal Medicine*. See page 1 for a detailed listing of meetings and special dates.

2010 Advertising Incentive Programs

Combo Buys

Place your display advertisement in more than one of the following and become eligible for combination rate discounts: *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, Online Direct, E-blast, and *Internal Medicine 2010 News*.

Combination Rates	Savings
Ads in 2	10% Off
Ads in 3	15% Off
Ads in 4 or more	20% Off

Requirements:

- Ads must be committed (all issues and publications) at initial order
- All ads must run within a 3-month period
- Ads must run in all publications at equivalent sizes*

* Check with your representative for additional details

Web Site Option

Advertisers have the ability to complement their print advertising by appearing in ACP Career Connection® and/or Products Connection. You can't beat this extra exposure to all members and nonmembers.

- Hyperlink to e-mail and Web sites in your ad
- Display ads receive a blue screen and optional graphic to stand out in the classified section and search before non-display ads
- Stand Out Web Color available for additional visibility. Call for more details.

Web Site Option Rates	Cost
2-week display posting starting 2 weeks prior to print publication	\$42 NET
2-week non-display posting starting 2 weeks prior to print publication	\$32 NET

Production

Typesetting \$80

- Column inch and display ads submitted that are not print-ready (Fee typically waived)

We reserve the right to charge this fee for ANY ads with more than 2 revisions. Additional charges may apply for subsequent revisions.

Custom Design \$250

Applies to:

- Ads submitted with special requests to add graphics, color, or a customized look, such as reverse headers or footers
- Includes up to two FREE proofs (Must provide ad copy with high resolution logo or graphic if requested). Additional charges may apply for subsequent revisions.

Exceptions: Custom Design fee waived for ads placed in 6 or more issues.

Non-display Ad Special Requests \$40

Applies to:

- All **bold** ads
- CAPS (limited to first two lines of ad)
- *Italics* (limited to two lines of ad copy)
- Blind Box ads

Submitting Display Ads Electronically

Please see instructions at

www.acponline.org/career_connection/classifiedadsubmit.htm

Dates and Rates



Publication and Closing Dates

Annals of Internal Medicine is published the first and third Tuesday of each month.

Publication Date Ad Materials Due to ACP by 10:00 a.m. eastern time

January 5	December 1
January 19	December 15
February 2	January 1
February 16	January 15
March 2	February 1
March 16	February 15
April 6	March 1
April 20	March 15
May 4	April 1
May 18	April 15
June 1	May 1
June 15	May 15
July 6	June 1
July 20	June 15
August 3	July 1
August 17	July 15
September 7	August 1
September 21	August 15
October 5	September 1
October 19	September 15
November 2	October 1
November 16	October 15
December 7	November 1
December 21	November 15

Cancellations and changes must be received in writing by 10:00 a.m. eastern time the day prior to deadline and confirmed by a member of the advertising staff. Cancellations during any ad schedule will be short-rated.

CANCELLATIONS AND CHANGES ARE NOT ACCEPTED ON DEADLINE DAY.

Mechanical Specifications

Ad Unit Size	Width x Depth
Full Page	7" x 10"
2/3 Page	4 1/2" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 7/16" x 10"
1/3 Page	2 1/4" x 10"
1/4 Page	3 7/16" x 4 7/8"
1/6 Page	2 1/4" x 4 7/8"
Column Inch Width	2 1/8"
2-Column Width	4 1/2"

Black and White Gross Rates

Description	1x	3x	6x	12x	24x
Full Page	\$5,828	\$5,675	\$5,492	\$5,146	\$4,999
2/3 Page	\$5,399	\$5,318	\$5,258	\$4,964	\$4,817
1/2 Page	\$3,941	\$3,871	\$3,795	\$3,499	\$3,358
1/3 Page	\$3,140	\$2,982	\$2,847	\$2,693	\$2,481
1/4 Page	\$2,364	\$2,288	\$2,154	\$2,012	\$1,877
1/6 Page	\$1,601	\$1,529	\$1,458	\$1,395	\$1,277
Column Inch*	\$323	\$311	\$301	\$287	\$271

To earn the higher frequency rate, you must commit to the frequency when placing your ad.

* Minimum size is 1 inch and ads increase in size by 1/4" increments.

Color Charges

Description	Cost
Standard	\$426
Matched	\$557
4-Color	\$1,308

Color charges are commissionable.

Non-display Ads

NET RATES (20-word minimum)

- 1x rate = \$5.50 per word
- 3x rate = \$5.15 per word

CME Bulletin Board

Appearing in *Annals of Internal Medicine* and *ACP Internist*

The CME Bulletin Board is a special section in both publications with a standard format. The format consists of meeting date, title, city, state, sponsor(s), accreditation (if any), and who to contact for information (see example below).

SEPTEMBER 28–30, 2010.
Internal Medicine in the Next 5 Years (Fifth Annual Symposium). To be held at the Holiday Inn, Wilmington, DE. Sponsored by the Department of Medicine, Delaware-Maryland University Medical School. AMA PRA Category 1 Credit(s)TM. Information: Howard X. Zeeb, MD, Continuing Education Coordinator, 3718 North Howard St., Baltimore, MD 21201; 301-868-7470.

CME announcements are accepted by *Annals of Internal Medicine* and *ACP Internist* as a service to readers. Every effort is made to ensure that these announcements are directly relevant to the practice of medicine; we retain the right to refuse any announcement that we consider not pertinent. We do not assume any responsibility concerning the content of the CME programs announced here.

Rates for Continuing Medical Education Announcements

Number of Times in BOTH Publications	Combined NET Rate for BOTH Publications
One Time	\$220
Three or More Times	\$192 Each Time
Web Site	\$64 Each Time

Deadline

All CME announcements must be received by the first of the month preceding the publication month (e.g., December 1 for the January issue). Please specify in which issue(s) your announcement is to appear. Please be sure to include your institution's official purchase order, if applicable. Be sure to include accreditation (if any).

All advertisements must be received before 10 a.m. on the deadline date.

Any CME ads received after that time will be inserted in the next issue.

For those who would prefer not to be limited to the standard CME announcement format as shown above, more extensive announcements may be placed in the CME section of *Annals of Internal Medicine* and *ACP Internist* at the regular classified advertising rates.



2010 Advertising Incentive Program

Combo Buys

Place your display advertisement in more than one of the following and become eligible for combination rate discounts: *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, Online Direct, E-blast, and *Internal Medicine 2010 News*.

Combination Rates	Savings
Ads in 2	10% Off
Ads in 3	15% Off
Ads in 4 or more	20% Off

Requirements:

- Ads must be committed (all issues and publications) at initial order
- All ads must run within a 3-month period
- Ads must run in all publications at equivalent sizes*

* Check with your representative for additional details

Web Site Option

Advertisers have the ability to complement their print advertising by appearing in ACP Career Connection® and/or Products Connection. You can't beat this extra exposure to all members and non-members.

- Hyperlink to e-mail and Web sites in your ad
- Display ads receive a blue screen and optional graphic to stand out in the classified section and search before non-display ads
- Stand Out Web Color available for additional visibility. Call for more details.

Web Site Option Rates	Cost
4-week display posting starting 2 weeks prior to print publication	\$84 NET
4-week non-display posting starting 2 weeks prior to print publication	\$64 NET

Production

Typesetting \$80

- Column inch and display ads submitted that are not print ready (Fee typically waived)

We reserve the right to charge this fee for ANY ads with more than 2 revisions. Additional charges may apply for subsequent revisions.

Custom Design \$250

Applies to:

- Ads submitted with special requests to add graphics, color, or a customized look, such as reverse headers or footers
- Includes up to two FREE proofs (Must provide ad copy with high resolution logo or graphic if requested). Additional charges may apply for subsequent revisions.

Exceptions: Custom Design fee waived for ads placed in 6 or more issues.

Non-display Ad Special Requests \$40

Applies to:

- All **bold** ads
- CAPS (limited to first two lines of ad)
- *Italics* (limited to two lines of ad copy)
- Blind Box ads

Submitting Display Ads Electronically

Please see instructions at

www.acponline.org/career_connection/classifiedadsubmit.htm

ACP Internist

Recruitment • Physician Products & Services • CME

Journal Profile

Publisher: American College of Physicians

Editor: Jennifer Kearney-Strouse

Established: 1981

Frequency: 10 times per year. Combined July/August and November/December

Audience: Internists, internal medicine subspecialists including hospitalists

Circulation: 76,320

ACP Internist is the official tabloid-sized member publication of the American College of Physicians (ACP).

Editorial Focus

Jennifer Kearney-Strouse has worked in medical publishing for over a decade, most recently as editor of *ACP Hospitalist* where she oversaw its transformation from a career guide to a monthly magazine. She became editor of *ACP Internist* in July 2009.

In addition to award-winning reporting*, *ACP Internist* features expert columnists from the medical community, an interactive format, and a wealth of information on the clinical and business aspects of running a practice. Some of the highlights include:

- Case studies and commentary on clinical dilemmas by an internationally acclaimed physician author;
- An interactive, case-based ethics forum that features commentary by world-renowned medical ethics experts from Harvard, ACP, and other prominent institutions, as well as reader feedback;
- An extensive practice management section with expert commentaries, letters from readers, and practical advice on running a practice;
- A blog updated daily by expert columnists and staff on a variety of medical topics as well as humorous and offbeat posts; and
- A regular look at national trends in health care presented in easy-to-read graphs and charts.

**ACP Internist* won a bronze award from the American Society of Healthcare Publication Editors in the Best Feature Article Series category for a 6-part series in 2008 on small practice issues. The annual competition recognizes outstanding editorial excellence and achievement in health care publications.

ACP Internist has a strong Web presence and interactive format and is involved in social media such as Facebook, Twitter, and Flickr. Our affiliated weekly e-newsletter, *ACP Internist Weekly*, keeps our membership up to date on Medicare news, FDA drug actions, clinical guidelines, the latest research from top academic journals, and legislative news affecting internists. The e-newsletter also alerts readers to special features in the print edition of *ACP Internist* and directs them to recent items of interest in other College resources and publications.

ACP Internist is a vital resource for the general internist as well as the many subspecialists who receive the publication, including:

- Cardiologists
- Dermatologists
- Emergency Medicine Physicians
- Endocrinologists
- Family Practitioners
- Gastroenterologists
- Geriatricians
- Hematologists/Oncologists
- Hospice and Palliative Medicine Physicians
- Hospitalists
- Allergists/Immunologists
- Infectious Disease Physicians
- Nephrologists
- Neurologists
- Occupational Medicine Physicians
- Pediatricians
- Psychiatrists
- Pulmonologists
- Rheumatologists

Bonus Distribution

ACP will be exhibiting and distributing bonus copies of *ACP Internist*. See page 1 for a detailed listing of meetings and special issue dates.

Dates and Rates

Publication and Closing Dates

ACP Internist is published on the first of each month.

Publication Date	Ad Materials Due to ACP by 10:00 a.m. eastern time
January	December 3
February	January 5
March	February 5
April	March 5
May	April 5
June	May 5
July/August	June 4
September	August 5
October	September 3
November/December	October 5

There are combined issues published for the months of July and August and for November and December.

Cancellations and changes must be received in writing by 10 a.m. eastern time the day prior to deadline and confirmed by a member of the advertising staff. Cancellations during any ad schedule will be short-rated.

CANCELLATIONS AND CHANGES ARE NOT ACCEPTED ON DEADLINE DAY.

Mechanical Specifications

Ad Unit Size	Width x Depth
Full Tabloid Page	10" x 14"
A-Size Page	7" x 10"
1/2 Page Horizontal	9 3/4" x 7 1/8"
1/2 Page Vertical	4 1/2" x 13 1/2"
1/4 Page Horizontal	7 1/8" x 4 1/2"
1/4 Page Vertical	4 1/2" x 7 1/8"
1/8 Page	2 3/8" x 6 5/8"
Column Inch Width	2 3/8"



Black and White Gross Rates

Description	1x	3x	6x	10x
Tab Page	\$4,453	\$4,387	\$4,294	\$4,229
A-Size Page	\$2,781	\$2,741	\$2,688	\$2,640
1/2 Page	\$2,599	\$2,535	\$2,475	\$2,400
1/4 Page	\$1,976	\$1,764	\$1,676	\$1,553
1/8 Page (1/2 Col.)	\$1,029	\$923	\$864	\$824
Column Inch*	\$159	\$147	\$142	\$135

To earn the higher frequency rate, you must commit to the frequency when placing your ad.

* Minimum size is 1 inch and ads increase in size by 1/4" increments.

Color Charges

Description	Cost
Standard	\$426
Matched	\$557
4-Color	\$1,308

Color charges are commissionable.

Non-display Ads

NET RATES (20-word minimum)
 1x rate = \$3.15 per word
 3x rate = \$2.80 per word

ACP Career Connection®

www.acponline.org/careers

Advertisers have the ability to place their advertisements on **ACP Career Connection®** exclusively (**Online Direct**) or as a complement to print advertising in *Annals of Internal Medicine*, *ACP Internist*, and *ACP Hospitalist*. List your subspecialty positions as they are in our Web search engine (seen below) and your ad will be searchable under each position that you list in your ad. Take advantage of all the visibility our site has to offer.

- Internal medicine and primary care
- Administration
- Cardiology
- Chiefs/directors/department heads
- Dermatology
- Emergency medicine
- Endocrinology
- Faculty/research
- Family practice
- Gastroenterology
- Geriatrics
- Hematology/oncology
- Hospice and palliative medicine
- Hospitalist
- Immunology
- Infectious disease
- Locum tenens
- Multiple specialties/group practice
- Nephrology
- Neurology
- Occupational medicine
- Pediatrics
- Psychiatry
- Pulmonary medicine
- Residencies and fellowships
- Rheumatology

ACP Career Connection® enables physicians to:

Create Profile: Build, edit, and store a profile to submit to employers. Profiles are intended for the physician's use when applying for a job and not searchable by employers.

Search Jobs: Search positions nationwide that suit their criteria and preferences. Print complement listings are posted approximately 2 full weeks before print publication date. Exclusive ACP Career Connection® opportunities (Online Direct) are updated weekly.

Register for Early Job Notifier: A valuable service that provides e-mail alerts each Tuesday when jobs meeting their criteria become available.

Products Connection

www.acponline.org/career_connection/pps

Ads for various non-ACP physician products and services of interest to internists.

Online Direct

www.acponline.org/careers

Ads for physician recruitment.

Special Features for Products Connection and Online Direct

- Expedited service—Ads received by Wednesday are posted the following Monday and remain online in 2 week increments
- Interested parties can hyperlink to your e-mail and Web site URL address free of charge
- Display ads appear before non-display ads
- Stand Out Web Color available for additional visibility. Call for more details.

Mechanical Specifications

Please e-mail your Web materials (ad text only) in a standard word processing format (Microsoft Word). For display ads, graphics should be submitted as separate files—DO NOT submit graphics in Word file. Due to the nature of publishing on the Web, text formatting will be lost.

Display ads consist of black text within a blue screened box with an optional graphic.

Display NET Rates Per Ad:

1x Rate (2 weeks)

0–85 words	\$391
86–170 words	\$784
171–255 words	\$1,170
256–340 words	\$1,568
341–600 words	\$1,955

2x Rate (4 weeks or more)—cost is per 2-week insertion

0–85 words	\$334
86–170 words	\$650
171–255 words	\$984
256–340 words	\$1,304
341–600 words	\$1,633

Non-display NET Rates Per Ad:

1x Rate (2 weeks)—\$4.00 per word, plus \$35 Web processing fee
2x Rate (4 weeks or more) cost is per 2 week insertion—\$3.75 per word, plus \$35 Web processing fee

Note: Minimum ad requirement is 20 words.

ACP Hospitalist

Recruitment • Physician Products & Services • CME

Journal Profile

Publisher: American College of Physicians

Executive Editor: Jennifer Kearney-Strouse

Editor: Jessica Berthold

Established: 2007

Frequency: Monthly

Audience: Hospitalists, hospital-based internists, hospital-based internal medicine subspecialists, third-year internal medicine residents, and residency program directors.

Circulation: 27,523

ACP Hospitalist is the resource hospital-based internists and third-year internal medicine residents look to for news and information about the practice of hospital medicine.

ACP Hospitalist covers the latest trends in hospital medicine, including:

- Advances in health care technology
- Clinical controversies
- Staffing and scheduling innovations
- Salary trends
- Reimbursement news affecting hospitalists
- Patient safety and quality-of-care issues
- Evidence-based medicine
- The latest research news

ACP Hospitalist is written for hospital-based internists and third-year residents. The number of hospitalists practicing today is growing as more hospitals recognize the benefit of hosting or employing doctors who can give increased attention to individual patients. Hospital medicine is attracting physicians who want to work a defined, predictable schedule with a guaranteed paycheck and who do not want the problems and expenses associated with building a practice. Over 75% of all hospitalists are trained in general internal medicine.

Editorial Focus

Jessica Berthold is an award-winning journalist who has written for a variety of trade and consumer publications in the last decade. Most recently the Senior Writer for *ACP Hospitalist*, she helped foster its transformation from a career guide to a monthly magazine. She became editor in July 2009.

ACP Hospitalist keeps hospitalists informed about the latest trends and issues in the field by covering news that directly affects their practice. Departments include:

- Expert Analysis, featuring an expert in the field using a hypothetical case to describe best practices for a disease or condition
- Success Stories, featuring successful initiatives led by or involving hospitalists
- Quality Corner, examining performance measurement, quality standards, and pay-for-performance initiatives
- Your Career, reporting on specialization, practice expansion, and other changes in the field, as well as tips on how to improve career satisfaction
- Clinical Medicine, bringing hospitalists content they can trust from ACP's extensive knowledge base, including MKSAP, *Annals of Internal Medicine*, and PIER. Includes the "Test Yourself" feature.
- Research News, making it easier for busy physicians to keep current by summarizing recently published studies that are relevant to hospital practice
- Conference Coverage, keeping hospitalists informed about developments at ACP, the Society of Hospital Medicine, and other professional societies
- Other important topics, such as Patient Safety and Technology

ACP Hospitalist's affiliated e-newsletter, *ACP HospitalistWeekly*, keeps our readers up to date on hospital medicine news, FDA drug actions, clinical guidelines and the latest research from top academic journals. *ACP Hospitalist's* blog is updated regularly with news and commentary on hospital medicine.

ACP Hospitalist won a GOLD award from the American Society of Healthcare Publication Editors for Best Cover Illustration for our December 2008 issue that featured a cover story on "nocturnists," a popular emerging career path in hospital medicine.

Bonus Distribution

ACP will be exhibiting and distributing bonus copies of *ACP Hospitalist*. See page 1 for a detailed listing of meetings and special issue dates.

2010 Advertising Incentive Programs

Combo Buys

Place your display advertisement in more than one of the following and become eligible for combination rate discounts: *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, Online Direct, E-blast, and *Internal Medicine 2010 News*.

Combination Rates	Savings
Ads in 2	10% Off
Ads in 3	15% Off
Ads in 4 or more	20% Off

Requirements:

- Ads must be committed (all issues and publications) at initial order
- All ads must run within a 3-month period
- Ads must run in all publications at equivalent sizes*

* Check with your representative for additional details

Web Site Option

Advertisers have the ability to complement their print advertising by appearing in ACP Career Connection® and/or Products Connection. You can't beat this extra exposure to all members and non-members.

- Hyperlink to e-mail and Web Sites in your ad
- Display ads receive a blue screen and optional graphic in order to stand out in the classified section and search before non-display ads
- Stand Out Web Color available for additional visibility. Call for more details

Web Site Option Rate	Cost
4-week display posting starting 2 weeks prior to print publication	\$84 NET

Production

Typesetting \$80

- Column inch and display ads submitted that are not print ready (Fee typically waived)

We reserve the right to charge this fee for ANY ads with more than 2 revisions. Additional charges may apply for subsequent revisions.

Custom Design \$250

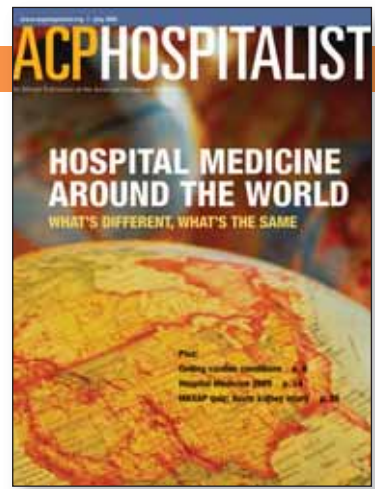
Applies to:

- Ads submitted with special requests to add graphics, color, or a customized look, such as reverse headers or footers
- Includes up to two FREE proofs (Must provide ad copy with high resolution logo or graphic if requested). Additional charges may apply for subsequent revisions.

Exceptions: Custom Design fee waived for ads placed in 6 or more issues.

Submitting Display Ads Electronically

Please see instructions at www.acponline.org/career_connection/classifiedadsubmit.htm



Dates and Rates

Publication and Closing Dates

ACP Hospitalist is published on the 15th of each month.

Publication Date	Ad Materials Due to ACP by 10:00 a.m. eastern time
January	December 10
February	January 11
March	February 10
April	March 8
May	April 9
June	May 11
July	June 11
August	July 12
September	August 11
October	September 13
November	October 13
December	November 10

Cancellations and changes must be received in writing by 10 a.m. eastern time the day prior to deadline and confirmed by a member of the advertising staff. Cancellations during any ad schedule will be short-rated.

CANCELLATIONS AND CHANGES ARE NOT ACCEPTED ON DEADLINE DAY.

Mechanical Specifications

Ad Unit Size	Width x Depth
Full Page	7" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 7/16" x 10"
1/4 Page	3 7/16" x 4 7/8"
Column Inch Width	3 7/16"
2-Column Width	7"

Black and White Gross Rates

Description	1x	3x	6x	12x
Full Page	\$2,410	\$2,267	\$2,172	\$2,005
1/2 Page	\$1,617	\$1,504	\$1,448	\$1,337
1/4 Page	\$1,078	\$1,002	\$969	\$891
Column Inch*	\$235	\$222	\$212	\$195

To earn the higher frequency rate, you must commit to the frequency when placing your ad.

* Minimum size is 1 inch and ads increase in size by 1/4" increments.

Color Charges

FREE color if we are provided with press-ready pdf.

Description	Cost
Standard	\$276
Matched	\$413
4-Color	\$828

Color charges are commissionable.

Internal Medicine 2010 News

Recruitment • Physician Products & Services • CME

Each year, the American College of Physicians (ACP), the world's largest medical specialty organization, holds its national medical conference in a major North American city. Internal Medicine 2010 will be held April 22–24 in Toronto, Canada. With more than 260 CME offerings presented, Internal Medicine 2010 will attract more than 6,000 physicians from internal medicine or one of its subspecialties, medical students, and other health professionals from the U.S. and around the world.

Internal Medicine 2010 News is the official publication of Internal Medicine 2010. *Internal Medicine 2010 News* provides timely information from leadership meetings, summaries of the keynote address and other highlighted sessions, exhibit hall listings and map pull-out section, last-minute schedule changes, and other pertinent information to increase the satisfaction of physicians attending the 3-day meeting. Attendees rely on *Internal Medicine 2010 News* to make last-minute plans, review the previous day's lectures, or choose the symposia they want to attend.

Advertising in *Internal Medicine 2010 News* ensures that your message is seen by this year's attendees and the leadership of ACP.

- Increase traffic to your booth
- Advertise your industry-supported symposia
- Announce new products

Internal Medicine 2010 News Map Pull Out

The map pull-out is a must-have exhibit resource for attendees. This 4-page removable section, printed in all 3 issues of *Internal Medicine 2010 News*, includes a 2-page exhibitor listing and exhibit floor plan. Limited advertising availability—call for details.

Daily E-news Blast

Includes daily updates, breaking news, and events reported live each day from Internal Medicine 2010.

Internal Medicine 2010 News Insert Options

Internal Medicine 2010 News offers 2 high-profile insert options to present your message.

Tabloid Raffle Advisory Insert

ACP will include a date-specific raffle advisory on heavy stock in each *Internal Medicine 2010 News*. This single tabloid-size insert will extend one-half inch beyond the top and right edges of the newspaper and will be identified with daily raffle information. The front side of the insert will be printed with your tabloid-size advertisement. The back side will contain information about the raffle prizes and the location of the raffle booth. Attendees will have to register daily to be eligible for daily prize drawings. Past years' experience has shown that attendees are eager to participate in these ACP-sponsored raffles. Your advertisement will receive high-priority attention.

A-Size Insert or Blow-In

You may provide an A-size or smaller insert or a blow-in for inclusion in *Internal Medicine 2010 News* each day. This option provides you with the opportunity to announce your product, booth, or symposium in full color to our attendees. Or, you could provide a printed reference card with valuable information for our attendees to use in their practices.

Combo Buys

Place your display advertisement in more than one of the following and become eligible for combination rate discounts: *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, Online Direct, E-blast, and *Internal Medicine 2010 News*.

Combination Rates	Savings
Ads in 2	10% Off
Ads in 3	15% Off
Ads in 4 or more	20% Off

Requirements:

- Ads must be committed (all issues and publications) at initial order
- All ads must run within a 3-month period
- Ads must run in all publications at equivalent sizes*

* Check with your representative for additional details.

Expanded Distribution

ACP publishes *Internal Medicine 2010 News* on Wednesday with a combined Wednesday–Thursday issue. The subsequent 2 issues are published on Friday and on Saturday. Our publication schedule allows attendees to preview the latest news about sessions and see your advertisements upon their arrival in Toronto, Canada, prior to the official start of Internal Medicine 2010 on Thursday morning.

Daily placement of *Internal Medicine 2010 News* on the buses that attendees ride to the Toronto Convention Center enables physicians to read your message every morning en route to Internal Medicine 2010. In addition, as in past years, *Internal Medicine 2010 News* will be handed out to attendees as they walk into the lobby and also placed in strategically located bins. Attendees will have no trouble keeping current on meeting news and your news.

Special Offer

When you advertise in the March 2010 issue of *Annals of Internal Medicine*, *ACP Hospitalist*, and/or *ACP Internist*, you will receive a 10% discount off the same ad in *Internal Medicine 2010 News*. Ads must be identical and equivalent to full-page size in *Annals* and *ACP Hospitalist* to qualify. If desired, ACP will blow up A-size page advertisements to tabloid size in *Internal Medicine 2010 News* for an additional charge of \$300 per page.

Internal Medicine 2010 News Insertion Rates for All 3 Days

Tabloid	\$8,960
A-Size	\$6,140
3/4 Page	\$6,830
1/2 Page	\$5,685
1/4 Page	\$4,435

Color Charges

Description	Cost
4-Color	\$1,070
Second	\$530
Matched	\$685

Deadline

March 1, 2010



Insert Options

Insert	Rate for single day	Rate for all 3 days
Raffle Advisory Insert	\$11,140	\$29,705
2 page, A-size insert or Blow-In	\$7,800	\$19,095

Premium Positions	Rate
Back Cover	\$15,455/3 days
Inside Front Cover	\$15,455/3 days
Map Pull-Out Cover 4	\$11,850/3 days
Front Cover Strip Ad (2"x10")	\$9,920/3 days
Belly Band	\$11,425/day
(does not include the belly band printing)	\$31,825/3 days

Mechanical Specifications

Ad Unit Size	Non-Bleed Width x Depth	With Bleed Width x Depth
Tabloid Page	9 3/4" x 13 3/4"	11" x 15"
A-Size Page	7 1/8" x 10"	8 1/16" x 10 5/8"
3/4 Page Horizontal	9 3/4" x 10"	–
3/4 Page Vertical	7 1/8" x 13 1/2"	–
1/2 Page Horizontal	9 3/4" x 7 1/8"	11" x 7 1/2"
1/2 Page Vertical	4 1/2" x 13"	–
1/4 Page Vertical	4 3/4" x 7 1/8"	5 1/2" x 8 1/8"
1/4 Page Horizontal	7 1/8" x 4 1/2"	8 1/16" x 6"
Belly Band	5" (high) x 25" (long)	

Internal Medicine 2010 News uses Web offset reproduction. Trim size: 11" x 15" (1/8" trim on all sides).

Internal Medicine 2010

• April 22-24 •

Internal Medicine 2010/ ACP Job Placement Center

April 22–24 • Toronto, Canada

- Internal Medicine 2010 is the first meeting that generalists and subspecialists turn to for the latest developments in internal medicine.
- Opt for quality. No other meeting on your marketing agenda offers you the opportunity to reach out to such a large gathering of internal medicine physicians and subspecialists of this caliber.
- ACP has the attention of America's internists, presenting your organization with the opportunity for valuable face-to-face communication with the nation's largest group of medical specialists.

Advertising Opportunities

Many advertising opportunities are associated with Internal Medicine 2010. Consider:

- *Annals of Internal Medicine*
- *ACP Internist*
- *ACP Hospitalist*
- *Internal Medicine 2010 News*
- *Conference Reprint*
- E-News Daily
- *Pulse On Toronto*

ACP Job Placement Center

Located in the Exhibit Hall, the Center provides eligible employers the opportunity to meet candidates.

The ACP Job Placement Center provides physicians with a casual environment to search for new career opportunities. At the Center, physicians may submit a physician profile, review numerous job postings and materials of interest to their career, or arrange an interview in one of the private interview booths.

Job Posting Rates*

Pre-meeting: \$250

Accepted March 1–March 22, 2010

1—8.5" x 11", 1-sided, color or black and white (may include multiple job openings)

On Site: \$500

1—8.5" x 11", 1-sided, color or black and white (may include multiple job openings)

* Must be an exhibitor or a physician attendee at Internal Medicine 2010 to submit job postings.

For more information regarding the ACP Job Placement Center or how to submit a job posting, contact jobplacementcenter@acponline.org.

ACP Job Placement Center Sponsorship

Two levels of support are available:

Premium Sponsor: \$5,000

Standard Sponsor: \$2,500

Recognition for Premium and Standard Sponsorship includes:

- One free job posting to be displayed in the Center
- Sponsor's corporate identity/logo and booth number on signage at the Center
- Bolded corporate name and booth number in **BOTH** the exhibitor listings of the Exhibit Xtra Map and the center spread of *Internal Medicine 2010 News* Map Pull Out (exhibitor booths also highlighted on the maps).

Premium Sponsorship Additional Benefits:

- One full-page, 4-color ad in ACP Job Placement Center Brochure (inserted into Internal Medicine 2010 tote bags)
- Sponsor's corporate identity/logo and booth number will be featured in all ACP Job Placement Center promotional advertisements appearing in *Annals of Internal Medicine*, *ACP Hospitalist*, and *ACP Internist* (sponsor recognition in promotional ads will begin to publish in the next available issues following the date of support commitment)
- One color ad on the front page of *Internal Medicine 2010 News* Map Pull Out.

Sponsorship Deadline:

February 1, 2010 — Don't wait, call now! The sooner you commit, the sooner your Premium Sponsorship will be acknowledged in all of ACPs pre-meeting promotional advertisements.

For sponsorship information, contact:

Margaret Gardner: 215-351-2768 • mgardner@acponline.org

Maria Fitzgerald: 215-351-2667 • mfitzgerald@acponline.org

Ryan Magee: 215-351-2557 • rmagee@acponline.org

Policies

Agency Commissions and Policies

Agency Commission

15% net 30 days (no commission after 60 days).

Agency commission is forfeited if ACP typesets your ad or has to make alterations to submitted ad copy.

Payment Policy

Prepayment required for all first time advertisers. Prepayment may be required on or before the closing date for the first three advertisements. Appropriate credit referrals may be requested.

Advertising Policy

Acceptable Advertising for Products and Services

Advertising will be accepted for products or services directly relevant to the practice of medicine, including:

- Nutritional products, if the ad relates the product to medical care and the promotion of good health.
- Equipment directly applicable to medical practice, such as diagnostic devices; devices with scientifically established efficacy; and equipment, hardware, and software for practice or business management.
- Books, journals, and products related to the acquisition of medical information.
- Medical services and physician-support services.
- Medical positions offered and sought.
- Any ACP approved product, program or service

General Guidelines

- Ads will be accepted for products or services not in any of the above categories but closely related to the practice of medicine, provided they meet all other requirements.
- ACP does not investigate the offers made and assumes no liability concerning advertisers, their positions, practices, services, or products, nor does the publication of advertisements constitute or imply endorsement.
- ACP is not liable for failure to print, publish, or circulate any accepted ad. ACP will try to place such ads in subsequent issues.
- ACP reserves the right to hold the advertiser and/or its ad agency jointly and separately liable for money due and payable to the publisher.
- ACP reserves the right to change its advertising policies at any time.
- For products not previously advertised in ACP publications and for products previously advertised but being submitted with new copy or layout, ad copy must be submitted to the Salesperson for editorial approval at least two weeks before closing date.
- Ads containing claims for superiority must be supported by evidence available to ACP and its readers upon request.
- For ads containing citations, the following parameters apply:
 - 1) Reference material should be published or in press.

- 2) Cited material may not be articles "submitted for publication" or "data on file." To be accepted, citations must reference the title of the article, publication, and date or include URL address where citation may be found.

Acceptable Advertising for Classifieds

- Advertising will be accepted as a service and must be relevant to the practice of medicine or services directed to physicians, such as public service messages or positions with equal opportunity employers. ACP requires all listings to be non-discriminatory.
- The Editorial Office reserves the right to alter advertisements to comply with style, policy, and equal employment opportunity (EEO) guidelines. These changes include correcting spelling and punctuation, removing punctuation in academic degrees, and spelling out obscure or unwieldy abbreviations. Editorial changes should not affect the cost of an advertisement unless significant changes are required to comply with EEO guidelines.

Unacceptable Advertising

- Ads for products and services not directly relevant to the practice of medicine.
- Ads for tobacco products.
- Ads not in accord with the ethical principles of the *ACP Ethics Manual* and College policy.
- Ads that convey ethnic, religious, gender, age bias, or prejudice.
- Ads that resemble editorial material, content, or format.
- Ads for drugs and diagnostic tests not FDA-approved for general use.
- Ads that represent or imply single sponsorship of editorial content.
- Ads containing exaggerated or extravagantly worded copy.

Rights Reserved by ACP

- To seek the opinions of consultants in determining the eligibility of products and suitability of claims. ACP expects the medical department of a company to approve both product and ad copy before submission.
- To require submission of scientific documentation supporting the medical use of any product represented by a submitted ad.
- To reject any ad or classified notice.
- To make the final decision regarding the acceptability of all products, ad copy, and services to be advertised or exhibited.
- To change these standards in light of developments in medicine and industry.
- To request a change in position for an ad if the ad will be adjacent to related editorial material.
- **Every care is taken to avoid mistakes, but responsibility cannot be accepted for printer's or clerical errors. ACP will not be responsible, nor will any credits be given, for advertising errors not reported after the first issue in which the ad is published.**

Contact Information

Advertising Sales

For additional information or to place an ad contact:

Margaret Gardner

Advertising Account Executive
800-523-1546, ext. 2768
215-351-2768 (phone)
215-351-2685 (fax)
mgardner@acponline.org

Maria Fitzgerald

Advertising Sales Representative
800-523-1546, ext. 2667
215-351-2667 (phone)
215-351-2738 (fax)
mfitzgerald@acponline.org

Ryan Magee

Advertising Sales Representative
800-523-1546, ext. 2557
215-351-2557 (phone)
215-351-2641 (fax)
rmagee@acponline.org

Advertising Support

Diane Batafsky

215-351-2647 (phone)
215-351-2685 (fax)
dbatafsky@acponline.org

Paula Bayard

215-351-2671 (phone)
215-351-2685 (fax)
pbayard@acponline.org

Vera Bensch

215-351-2630 (phone)
215-351-2738 (fax)
vbensch@acponline.org

Marian Tison

215-351-2728 (phone)
215-351-2641 (fax)
mtison@acponline.org

Insertion Orders

Insertion orders must be typed and received via mail, fax, or e-mail.

Mailing Address:

Advertising Department
American College of Physicians
190 N. Independence Mall West
Philadelphia, PA 19106-1572

ACP Career Connection®

jobcenter@acponline.org

ACP Job Placement Center
jobplacementcenter@acponline.org

Reprints

Reprints of ACP publications are available in print form and for online use by contacting:

Helen Canavan

Reprint Coordinator
215-351-2663 (phone)
215-351-2686 (fax)
hcanavan@acponline.org

ACPSM

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INTERNAL MEDICINE | *Doctors for Adults*

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