

ACP INTERNIST

Recruitment • Physician Product & Services • CME

Journal Profile

Established: 1981

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

Audience: Internists, Internal Medicine
Subspecialists

Circulation: 79,321

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

Editorial Focus

ACP Internist was completely redesigned for 2008, with a bright, modern look, expanded departments, and new editorial features. 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 featuring 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.
- A regular look at national trends in health care presented in easy-to-read graphs and charts.

ACP Internist has a strong Web presence and interactive format. Our affiliated weekly e-newsletter, the award-winning *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
- Endocrinologists
- Gastroenterologists
- Rheumatologists
- Geriatricians
- Hematologists
- Infectious Disease specialists
- Oncologists
- Pulmonologists
- Critical Care specialists
- Nephrologists
- Allergists/Immunologists
- Sports Medicine specialists
- Neurologists

Bonus Distribution

ACP will be exhibiting and distributing bonus copies of *ACP Internist* at the following meetings:

- Internal Medicine 2009
- Pri-Med (West and South)
- Society of General Internal Medicine
- Hospital Medicine 2009

In addition, bonus copies of *ACP Internist* will be distributed at meetings of the 79 ACP Chapters held throughout the year. These meetings are regularly attended by member and nonmember internists.

* *ACP Internist's* senior writer won a 2008 Society of National Association Publications (SNAP) award and a 2008 Pennsylvania Women's Press Association's Excellence in Journalism award for excellence in feature writing.

** *ACP Internist Weekly* won a 2007 SNAP award for general excellence in online publishing and electronic newsletters.

ACP INTERNIST

Recruitment • Physician Product & Services • CME

2009 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 2009 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

Advertisers have the ability to complement their print advertising by appearing in ACP Career Connection and/or Products Connection. With over 1,000,000 page requests monthly to ACP Online and Annals Online, your ads are just a click away. 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.

Web Site Option

Description	Cost
4 week posting starting 2 weeks prior to print publication	\$80 NET
4 week non-display posting starting 2 weeks prior to print publication	\$60 NET



Production

Typesetting

- 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.....\$100

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.

Color Charges

Description	Cost
Standard	\$414
Matched	\$541
4-Color	\$1,270

Color charges are commissionable.

Blind Box Ads

Non-display Ad Special Requests

Applies to:

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

Submitting Display Ads Electronically

If using Quark on Mac platform:

Please supply a Press optimized, PDF version 1.4 or lower, along with the native Quark File. Include linked images and fonts.

For more detailed instructions or if using any application other than Quark:

You should go to the following Web Site:

http://cpc.cadmus.com/ads/index.asp and follow the directions for creating a PDF.

DO NOT send your files before thoroughly reviewing the information provided at the Web Site listed above. If your ad files do not conform to these specifications, we cannot guarantee placement in the issue originally requested.

ACP INTERNIST

Recruitment • Physician Product & Services • CME

Classified Black and White Ad Gross Rates

Description	1x	3x	6x	10x	Rates are effective with the January 2009 issue.
Tab Page	\$4,323	4,259	4,169	4,106	<i>In order to earn the higher frequency rate, you must commit to the frequency when placing your ad.</i>
“A” Size Page	\$2,700	2,661	2,610	2,563	
1/2 Page	\$2,523	2,461	2,403	2,330	
1/4 Page	\$1,918	1,713	1,627	1,508	
1/8 Page (1/2 Col.)	\$ 999	896	839	800	
Column Inch*	\$ 154	143	138	131	

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

Non-display Ads NET RATES

1x rate = \$3.05 per word*

3x rate = \$2.70 per word*

*20 word minimum

Publication and Closing Dates

ACP Internist is published on the first of each month.

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” 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*	2 3/8" x 1"

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

Publication and Closing Dates

Publication Date	Ad Materials Due to ACP by 10:00 a.m. eastern time
January	December 3
February	January 8
March	February 4
April	March 4
May	April 2
June	May 5
July/August	June 3
September	August 5
October	September 2
November/December	October 6

ACP CAREER CONNECTIONSM

Physicians Connecting with Positions

acponline.org/careers

**DON'T BE
BLINDED**

BY OTHER SITES

Career Opportunities

Comprehensive, up-to-date listing of career openings nationwide.

Profiles

Physicians can build, edit and store their profile.

CV

Physicians may upload and store their detailed CV.

Search Jobs

Physicians can search positions that suit their criteria.

Early Job Notifier

Physicians receive e-mails of posted jobs meeting their criteria.

Apply for Jobs

Physicians click on your ad and submit their profile and CV.

Career Resources: Career Counseling

Articles and information to assist physicians in their job search.

Residency Database

Information on residency programs.

Non ACP CME/Conferences/Meetings

Listing of meetings to attend for CME Credit.

CONTACT INFORMATION

Advertising Sales

For additional information or to place an ad contact:

Northeast, Southeast and Great Lakes Regional Sales:

MARGARET GARDNER

Advertising Account Executive

800-523-1546 ext. 2768

215-351-2768 (phone)

215-351-2685 (fax)

mgardner@acponline.org

Northwest, Southwest & Mountain Regional and International Sales:

MARIA FITZGERALD

Advertising Sales Representative

800-523-1546 ext. 2667

215-351-2667 (phone)

215-351-2738 (fax)

mfitzgerald@acponline.org

North and South Central Regional Sales:

RYAN MAGEE

Advertising Sales Representative

800-523-1546 ext. 2557

215-351-2557 (phone)

215-351-2641 (fax)

rmagee@acponline.org

Advertising Support

Diane Batalsky

215-351-2647 (phone)

215-351-2685 (fax)

dbatalsky@acponline.org

Paula Bayard

215-351-2671 (phone)

215-351-2738 (fax)

pbayard@acponline.org

Van Tu

215-351-2728 (phone)

215-351-2685 (fax)

vtu@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

Insertion Orders

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

Send Ads to

Advertising Department

American College of Physicians

190 N. Independence Mall West

Philadelphia, PA 19106-1572

ACP Job Placement Center

Vera Bensch

215-351-2630 (phone)

215-351-2686 (fax)

vbensch@acponline.org