

Annals of Internal Medicine

www.annals.org

ESTABLISHED IN 1927 BY THE AMERICAN COLLEGE OF PHYSICIANS

2009 Advertising Rate Card

Journal Profile

Publisher: American College of Physicians

Editor: Harold C. Sox, MD, MACP

Established: 1927

Frequency: Twice monthly

Audience: Internists, Internal Medicine Subspecialists

Circulation: 101,613

CME: Up to two quizzes per issue

Audited by: Business Publishers Association (BPA). For a current copy of our Business Publishers Statement, please contact the Director of Advertising Sales.

Manuscript Submissions: Our acceptance rate for all submissions in 2007 was 13%.

Impact Factor: 15.516 (*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 is a peer-reviewed journal and is listed in Index Medicus.

Annals of Internal Medicine, the forum for leaders in medicine, improves physicians' practice and advances patient care through its publication of scholarly studies and pertinent articles. The journal's goals have remained constant for over 80 years: to enhance and disseminate new, clinical data, including peer-reviewed reports of original research, updates, clinical guidelines, summaries for patients, and creative writing by physicians.

ACP
AMERICAN COLLEGE OF PHYSICIANS
INTERNAL MEDICINE | Doctors for Adults

Audience Focus

Annals of Internal Medicine is written by internists for internists and other primary care physicians. The journal is a benefit of paid ACP membership for internists and medical students. Many internists are primary care physicians who provide disease-prevention services, diagnosis, and treatment to adults and adolescents. Others have chosen to specialize their practice in one of internal medicine's 14 subspecialties: cardiology, gastroenterology, nephrology, endocrinology, hematology, rheumatology, neurology, pulmonary disease, oncology, infectious diseases, allergy and immunology, sports medicine, critical care medicine, and geriatrics. The number of general internists and subspecialists in the United States grew by 4% to 217,103 between July 1, 2007 and July 1, 2008. There are currently twice as many general internists and subspecialists as family physicians (102,041), and last year internists wrote nearly half a billion prescriptions. This group constitutes the ideal market for advertisers who wish to reach high-prescribing clinicians treating adult patients.



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Advertising Information and Complimentary Copy Requests

To be added to the complimentary copy list for one of our journals, contact:

Kevin A. Bolum
Director of Advertising Sales
American College of Physicians
190 N. Independence Mall West
Philadelphia, PA 19106
E-mail: kbolum@acponline.org
Phone: 215-351-2440
Fax: 215-351-2686

1. Editorial Focus



Harold C. Sox, MD, MACP, president emeritus of the American College of Physicians, became Editor of *Annals of Internal Medicine*, the College's flagship, peer-reviewed clinical journal, in July 2001. Dr. Sox received his bachelor of science degree in physics from

Stanford University and his medical degree from Harvard Medical School. Following medical school, Dr. Sox did his internal medicine residency at Massachusetts General Hospital. From 1988 to 2001, he chaired the department of medicine at Dartmouth-Hitchcock Medical Center in Lebanon, New Hampshire. Elected to the Institute of Medicine of the National Academy of Sciences in 1993, Dr. Sox also chaired the U.S. Preventive Services Task Force, Institute of Medicine (IOM) Committee to Study HIV Transmission through Blood Products, IOM Committee on Health Effects of Exposures in the Persian Gulf War, and Medicare Coverage Advisory Committee.

Dr. Sox's personal philosophy for managing the editorial content of *Annals of Internal Medicine* is to ensure that articles selected to appear in the journal are directly applicable to primary care providers. As an internist, Dr. Sox knows how difficult it is for practitioners to find the time to keep abreast of new, evidence-based information.

Annals of Internal Medicine offers free CME to ACP members and journal subscribers. Up to two articles from each issue are designated for credit, and companion CME quizzes are provided online. Physicians can earn credits by reading the article and successfully completing the online quiz.

Here are some of the features of the journal and the reasons why *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:

- *ACP Journal Club* is now part of *Annals of Internal Medicine*. In the second issue of each month, *ACP Journal Club* summarizes the best new evidence in internal medicine from over 130 clinical journals.
- *In the Clinic*: focuses on practical management of patients with common clinical conditions. *In the Clinic* offers evidence-based answers to frequently asked questions about screening, prevention, diagnosis, therapy, and patient education and provides physicians with tools to improve the quality of care.
- *Structured Abstracts*: provide a concise summary of the important information in every article so physicians can quickly and efficiently find useful content.
- *Improving Patient Care*: features articles about quality improvement and patient safety that emphasize the organization of practice rather than the clinical content of care.
- *Summaries for Patients*: accompany articles, providing easily understood evidence-based clinical content that internists can pass on to their patients.
- *Current Clinical Issues*: provide important breaking news in internal medicine—controversial clinical issues, new clinical discoveries, and key current events.
- *On Being a Doctor and On Being a Patient*: reflect the trials and triumphs of practice in today's world.

- *Ad Libitum and Personae*: feature original poetry and photography by practicing physicians.
- *Editors' Notes*: provide the editors' view on the content, contribution, and implications of the study in a brief side-bar statement.
- *ACP Clinical Practice Guidelines*: focus on common problems in primary care and provide concise, clear recommendations that promote evidence-based care.
- U.S. Preventive Services Task Force (USPSTF) and *Annals of Internal Medicine* partner to publish nearly all of their Recommendation Statements pertaining to adult medicine and the systematic reviews that serve as background papers for the Task Force's decisions.

2. 2009 Advertising Incentive Programs

Stretch your advertising dollars with our new incentive programs, effective January 1, 2009.

Corporate Rewards

Based on gross billings in 2008, an advertiser or subsidiary will be eligible for a bonus percentage discount in 2009. Gross billings include combined revenue for *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, reprints, and ads placed in ACP sponsorship publications, such as the *Internal Medicine 2008 Scientific Program and Internal Medicine 2008 News*.

Corporate Rewards Plus

An advertiser who qualified in 2008 for a Corporate Rewards incentive in 2009 is eligible for additional savings through Corporate Rewards Plus. Beginning with the 2009 issue following the issue in which an advertiser's gross advertising and reprint expenditure exceeds its 2008 gross, the advertiser will be afforded the next highest earned savings for all additional 2009 dollars that surpass the 2008 amount.

Gross Billings	Discount %
\$150,001—\$250,000	1.25
\$250,001—\$500,000	1.75
\$500,001—\$750,000	2.50
\$750,001—\$1,000,000	3.00
\$1,000,001—\$1,250,000	4.00
\$1,250,001 and over	5.00

One Free with Three

An advertiser who runs advertisements in three consecutive issues of *Annals of Internal Medicine* will receive a fourth consecutive ad free.

- Does not apply to cover positions.
- Ads must be for the same product.
- If ads of different sizes are run, the free ad will be calculated on the average of the three qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count towards earned frequency.
- Cannot be combined with Buy 17 Get 24 or Better than a Baker's Dozen.
- This program ends with the last issue of December 2009.

Better than a Baker's Dozen Buy

An advertiser who runs advertisements in any 12 issues of *Annals of Internal Medicine* will receive 3 additional ad units free.

- Ads must be for the same product.
- If ads of different sizes are run, the free ads will be calculated on the average of the 12 qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency.
- Cannot be combined with One Free with Three or Buy 17, Get 24.
- This program ends with the last issue of December 2009.

Buy 17, Get 24

An advertiser who runs advertisements in all 24 issues of *Annals of Internal Medicine* will be billed for 17 insertions.

- Does not apply to cover positions.
- Ads must be for the same product.
- If ads of different sizes are run, the free ads will be calculated on the average of the 17 qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency.
- Cannot be combined with One Free with Three or Better than a Bakers Dozen.
- This program ends with the last issue of December 2009.

Combo Buy

An advertiser who runs advertisements in both *Annals of Internal Medicine* and *ACP Internist* will receive a \$1,000 discount per each four-color ACP Internist tabloid page.

- Ads must be for the same product and placed in the same month.
- A full size page in *Annals of Internal Medicine* and a four-color tabloid sized page in *ACP Internist* are the minimum qualifying sizes.
- This program ends with the last issue of December 2009.

TRI Buy

An advertiser who runs advertisements in both *Annals of Internal Medicine* and *ACP Internist* will have the opportunity of advertising in *ACP Hospitalist* for only \$3,000 per 4-color page.

- A full size page in *Annals of Internal Medicine* and at least an "A" size page in *ACP Internist* are the minimum qualifying sizes.
- Ads must be for the same product and placed in the same or following month.
- This program ends with the last issue of December 2009.

The Annals Merchandising Credit Program

An alternative incentive program for those advertisers who choose not to take advantage of the One Free with Three, Better than a Bakers Dozen, and Buy 17 Get 24 incentive programs. An advertiser who runs advertisements in *Annals of Internal Medicine* will receive Merchandising Credits that can be redeemed for future advertising in any qualifying ACP publication or product* listed below:

Number of Pages	Merchandising Credit
At least 24 pages	\$24,000
At least 36 pages	\$36,000
At least 48 pages	\$48,000
At least 60 pages	\$60,000
At least 72 pages	\$72,000
At least 84 pages	\$84,000
At least 96 pages	\$96,000
At least 108 pages	\$108,000
At least 120 pages	\$120,000
At least 132 pages	\$132,000
At least 144 pages	\$144,000
At least 156 pages	\$156,000
At least 168 pages	\$168,000
At least 180 pages	\$180,000
At least 192 pages	\$192,000

- A full page is the minimum qualifying size.
- Free ads count toward earned frequency.
- This program can be used with Corporate Rewards and Corporate Rewards Plus.
- This program ends with the last issue of December 2009.

*Qualifying ACP Publications and Products:

Annals of Internal Medicine
ACP Internist
ACP Hospitalist
Internal Medicine 2009 News
 Sponsored subscriptions
 Promotional Convention Sponsorships
 ACP Books

3. Run-of-Book (ROB) Black and White Ad Rates: Full Run

Description	Full Pg.	2/3 Pg.	1/2 Pg.	1/3 Pg.	1/4 Pg.
1x	\$6,645	\$6,010	\$5,000	\$4,335	\$3,325
3x	\$6,620	\$5,985	\$4,980	\$4,310	\$3,315
6x	\$6,595	\$5,950	\$4,970	\$4,300	\$3,305
12x	\$6,530	\$5,910	\$4,940	\$4,255	\$3,250
18x	\$6,375	\$5,780	\$4,820	\$4,150	\$3,235
24x	\$6,205	\$5,605	\$4,635	\$4,040	\$3,200
36x	\$6,070	\$5,460	\$4,525	\$3,930	
48x	\$5,820	\$5,250	\$4,345	\$3,795	
60x	\$5,735	\$5,220	\$4,335	\$3,780	
72x	\$5,655	\$5,150	\$4,320	\$3,770	
96x	\$5,520	\$5,080	\$4,230	\$3,700	
120x	\$5,400	\$4,935	\$4,100	\$3,570	
144x	\$5,320	\$4,785	\$3,960	\$3,460	
168x	\$5,165	\$4,640	\$3,840	\$3,360	
192x	\$4,990	\$4,480	\$3,700	\$3,240	

Rates are effective with the January 1, 2009 issue.

Bleed is available at no extra charge. Please refer to mechanical specifications for page size and bleed information. For rates at higher frequencies, please call the Director of Advertising Sales.

4. Insert Rates

of pages x B/W Frequency = \$_____.

Examples for 2-page insert:

48x	\$11,640
60x	\$11,470
72x	\$11,310

A quantity of 107,000 inserts is required for a full domestic run.

5. Color Charges

Description	Add to Earned B&W Ad Unit Cost
Second Color (AAAA red, green, process blue, or yellow)	\$630
Matched Color	\$965
Three- and Four-Color	\$2,095

Color charges are commissionable.

6. Premium Position Charges

Description	Add to Earned B & W Ad Unit Cost
Back Cover	100%
Cover 2	50%
Page Facing First Reading	25%
Page Facing Table of Contents	20%
Page Facing/Following "In the Clinic"	40%
Page Facing/Following "ACP Journal Club"	40%
Page Facing "Summaries for Patients"	15%
Page Facing Last Reading	15%
Any Other Special Requested Position	15%

Rates are effective with the January 1, 2009 issue. Premium positions are contracted for a 1-year period. Failure to fulfill this contract will result in forfeiture of advertiser's right of first refusal for the forthcoming year. All commitment letters for premium positions in 2009 must be received by the Director of Advertising Sales by November 1, 2008.

7. Advertising Rates and Placement Policies

Agency Commission

15% net 30 days.

Earned Rate Policy

ACP will continue to calculate earned frequencies based on an individual advertiser's parent company's (and related subsidiaries') total pages placed in all ACP publications.

The total number of full or fractional pages used in any ACP journal within the contract year determines the frequency rate. Advertisers will be billed at the one-time rate unless they send a contract or letter to the Director of Advertising Sales stating the number of pages that will be used in a 12-month period. Subsidiaries and/or parent companies considered as one advertiser are entitled to a combined rate when requested. Insert rates may be combined with run-of-book rates for calculating frequency discounts.

All contracts are based on a calendar year (January through December) unless otherwise requested in writing.

Payment Policy

Prepayment may be required on or before the closing date for the first three advertisements for new clients. Appropriate credit referrals may be requested.

Short Rates and Rebates

If the number of ad pages contracted for are not used within a 12-month period (from contract start date), the advertiser will be short-rated. Advertisers will receive a rebate if, within the 12-month period, they have used sufficient additional insertions to earn a lower rate than that which they had been billed. The publisher agrees that there are no hidden rates, rebates, or agreements affecting rates and that rates stated are minimum.

Ad Placement

Competitive products are separated by no fewer than 4 pages, contingent on the requirements of a specific issue. Inserts are placed at form breaks. Advertisements are placed within the front and back sections, separated by the editorial section.

Every attempt is made to rotate the run-of-book ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

8. Demographic and Regional Splits

New insertion orders and match files for demographic splits must be submitted ten business days before the insertion order due date shown in the schedule of Publication and Closing Dates on page 5.

- Minimum size: 2-page insert.
- Demographic and regional splits count toward earned frequency on full-run advertising pages and corporate rewards.
- Demographic and regional splits are available for circulations over 20,000. Contact Director of Advertising Sales for information.
- Call Director of Advertising Sales for insert quantities. A 10% overage amount is required for spoilage purposes.

Insert Size	Up to 14,999	15,000-20,000
2-Page Insert	\$4,230	\$5,285
4-Page Insert	\$8,455	\$10,560
6-Page Insert	\$12,680	\$15,835
8-Page Insert	\$16,905	\$21,100
10-Page Insert	\$21,120	\$26,365
12-Page Insert	\$25,355	\$31,665
14-Page Insert	\$29,575	\$36,860
16-Page Insert	\$33,805	\$42,225

Demographic and Regional Split Production Charges (non-commissionable)

Bindery-mailing stop charge	\$280
Label processing fee	\$1,665
Plate-change charge per color	\$280

Run-of-book demographic and regional splits are available, including half-page vertical ads. Contact Director of Advertising Sales for rates.

9. Closing Dates

Publication and Closing Dates

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

Publication Date	Insertion Order Date	Ad Materials Due to R.R. Donnelley	Inserts Supplied to R.R. Donnelley
Jan 6	Dec 8	Dec 15	Dec 16
Jan 20	Dec 19	Dec 24	Dec 29
Feb 3	Jan 9	Jan 13	Jan 15
Feb 17	Jan 22	Jan 27	Jan 29
Mar 3	Feb 5	Feb 10	Feb 12
Mar 17	Feb 19	Feb 24	Feb 28
Apr 7	Mar 12	Mar 17	Mar 13
Apr 21	Mar 26	Mar 31	Apr 2
May 5	Apr 9	Apr 14	Apr 17
May 19	Apr 23	Apr 28	May 1
Jun 2	May 7	May 11	May 13
Jun 16	May 21	May 27	May 28
Jul 7	Jun 11	Jun 17	Jun 18
Jul 21	Jun 25	Jun 30	Jun 25
Aug 4	Jul 9	Jul 14	Jul 16
Aug 18	Jul 23	Jul 28	Jul 30
Sep 1	Aug 6	Aug 11	Aug 13
Sep 15	Aug 20	Aug 25	Aug 27
Oct 6	Sep 10	Sep 15	Sep 17
Oct 20	Sep 24	Sep 29	Oct 1
Nov 3	Oct 8	Oct 13	Oct 15
Nov 17	Oct 22	Oct 27	Oct 29
Dec 1	Nov 5	Nov 10	Nov 12
Dec 15	Nov 19	Nov 24	Nov 25

10. Bonus Distribution

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

American Heart Association
Digestive Disease Week
American College of Cardiology
American Society of Clinical Oncology
Infectious Diseases Society of America
Pri-Med (East and South)
American Society of Rheumatology
American Society of Hematology
American Diabetes Association
American Association of Physician Assistants
Society of Hospital Medicine
American Thoracic Society
Renal Week

In addition, bonus copies of *Annals of Internal Medicine*, *ACP Hospitalist*, and *ACP Internist* will be distributed at Internal Medicine 2009 and at meetings of the 79 ACP Chapters held throughout the year. These meetings are regularly attended by member and nonmember internists.

11. 2009 ACP Online Advertising Opportunities

The American College of Physicians has many opportunities available for banner advertising, including:

- Annals.org home page and selected other pages
- ACPonline.org home page and selected other pages
- ACP Internist Weekly eblast
- ACP Internist Weekly eblast Web page
- Annals E-TOC, electronic table of contents for *Annals of Internal Medicine*, which is emailed twice monthly to subscribers and members.
- ACP Hospitalist Weekly eblast
- ACP Hospitalist Weekly eblast Web page

Contact R.J. Lewis, e-Healthcare Solutions at rlewis@e-healthcaresolutions.com or 609-882-8887, ext. 101, for rates and specifications.

12. Reprints

Annals of Internal Medicine reprints are available in print form and for on-line use by contacting Helen Canavan, Reprint Coordinator, at 215-351-2663 (phone), 215-351-2686 (fax), or hcanavan@acponline.org.

13. Mailing Lists

The *Annals of Internal Medicine* member list and subscription list are available for purchase. For information and cost, please contact ACP's list broker, Medical Marketing Service, Inc., at sales@mmslist.com or 800-633-5478.

14. Specialty Publishing

We offer a wide variety of specialty publishing opportunities to aid in brand building and product awareness. Please contact the Director of Advertising Sales for more information about advertising and sponsorship opportunities, such as:

- Cover-wrap subscriptions of all journals to residents and non-ACP members.
- Sponsorship of CME and special inserts to *Annals of Internal Medicine*, *ACP Hospitalist*, and *ACP Internist*.
- Internal Medicine 2009 sponsorships.
- Sponsorship of Web-enabled seminars.
- Sponsorship of special initiatives of the College.
- ACP Special Reports.
- ACP Patient Education Programs.
- *Annals of Internal Medicine* International and Canadian Edition

15. Classified Advertising

Classified advertising and Physician Products and Services ads are accepted by *Annals of Internal Medicine* as a service to its readers. For more information, please contact Margaret Gardner at 215-351-2768, Maria Fitzgerald at 215-351-2667, or Ryan Magee at 215-351-2557 or visit our Web site at www.acponline.org/careers.

16. Shipping

Contracts, Insertion Orders, Electronic Files, and Ad Copy to Be Sent by Advertiser

Supply electronic files with color proof and written instructions, including the name of publication and date of insertion, to:

R.R. Donnelley & Sons
Donnelley Drive
Glasgow, KY 42141-9799
Attn: Sharon Bunnell, 270-678-0591

Supply contracts, insertion orders, and ad copy to:
ACP

John Carney, Advertising Production Coordinator
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419

Shipping

Ship inserts and instructions to:

Annals of Internal Medicine
R.R. Donnelley & Sons
120 Donnelley Drive
Glasgow, KY 42141-9799
Attn: Nancy Bowman, 270-678-0272

The following information MUST appear on the outside of EACH carton:

- *Annals of Internal Medicine*
- Advertiser and product name
- Issue date for insertion
- Insert size and quantity in each carton

17. Mechanical Specifications

Mechanical Preparation Guidelines

Annals of Internal Medicine uses Web offset reproduction.

Trim Size: 8 1/4" x 10 13/16"

Binding: Perfect

Paper Stock:

Cover — 8-Point Carolina, C/1/S WebCover.

Inside Pages — 50-lb Escanaba Matte Plus Text

Ad Unit Size	Nonbleed Width x Depth	With Bleed Width x Depth
Full Page	7" x 10"	8 5/8" x 11 1/4"
Full Page (trim)	—	8 1/4" x 10 13/16"
2/3 page	4 1/2" x 10"	—
1/2 Page Horizontal	7" x 4 7/8"	8 5/8" x 5 1/16"
1/2 Page Horiz. (trim)	—	8 1/4" x 4 7/8"
1/2 Page Vertical	3 7/16" x 10"	3 5/8" x 11 1/4"
1/2 Page Vert. (trim)	—	3 7/16" x 10 13/16"
1/3 Page Vert. Col.	2 1/8" x 10"	—
1/4 Page	3 7/16" x 4 7/8"	—

Submitting Display Ads Electronically

For a complete guide to aid you in the digital art creation/submission process, visit the following Web site: <http://dsc.rrd.com>.

DO NOT send your files before thoroughly reviewing the information provided in the Guidelines and InSite tabs 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.

Display ads created electronically should be sent on disk to:

Sharon Bunnell
R.R. Donnelley and Sons, Inc.
120 Donnelley Drive
Glasgow, KY 42141-9799
270-678-0591

18. Production Requirements: Inserts

Production Requirement:

- Multiple-page inserts: MUST be furnished folded.

Sizes:

- 2-page (one leaf)
 - Untrim, 8 1/2" x 11 1/4"
 - Trim, 8 1/4" x 10 13/16"
- 4-page (two leaf)
 - Untrim, 17 1/8" x 11 1/4"
 - Trim, 16 1/2" x 10 13/16"
 - (Folded to 8 1/2" x 11 1/4")

Trim Allowance:

- 1/8" head, 5/16" foot.
- 1/8" front, 1/8" back.
- When perforation is required in an insert, 1/2" should be allowed along the gutter edge so that the insert may be removed freely from the journal. All inserts jog to the head.

Stock Weights Acceptable:

- 70 lb or less (25 x 28 basis).
- Thickness not to exceed 0.004".

Miscellaneous:

- Sample or dummy must be submitted to Director of Advertising Sales for approval no less than 30 days before issue date.
- A quantity of 107,000 inserts is required for each issue for the domestic run. Quantity should be verified with Advertising Production Coordinator for each issue. Publisher does not assume responsibility for shortages of insert shipment.
- It may be necessary to limit the number of supplied inserts per issue. If this occurs, clients will be given the option to run the insert in the next consecutive issue.
- There is no charge for insert tip-in or handling.

19. Advertising Policy

Acceptable Advertising for Products and Services

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

- Products approved by the FDA for prescription or application by physicians and announcement advertising for pending products that comply with FDA guidelines.
- Drugs approved by the FDA for nonprescription (OTC) sales.
- 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.

Acceptable Advertising for Institutions and 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.

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 assume responsibility 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 of *Annals of Internal Medicine*.
- 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 *Annals of Internal Medicine* and for products previously advertised but being submitted with new copy or layout, the following must be submitted to the Advertising Production Coordinator at least 2 weeks before closing date:
 - 2 copies of the proposed ad.
 - 2 copies of the FDA-approved package insert for pharmaceuticals and biologicals.
- Ads containing claims for superiority must be supported by evidence available to ACP and to readers of *Annals of Internal Medicine* upon request.
- For ads containing citations, the following parameters apply:
 1. Reference material should be published or in press.
 2. Cited material may not reference 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 the citation may be found.

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, or age bias, or prejudice.
- Ads that resemble editorial material, content, or format.
- Ads for drugs and diagnostic tests that are not FDA-approved for general use.
- Ads that represent or imply single sponsorship of editorial content.
- Ads containing exaggerated or extravagantly worded copy.

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- 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.

20. Internal Medicine 2009 News and Internal Medicine 2009 Sponsorship Opportunities

Each year, the ACP holds its national medical conference in a major city in the United States. This year, Internal Medicine 2009 will be held in Philadelphia, PA, from April 23-25, 2009. With more than 260 scientific sessions, it's no wonder why, year after year, this event attracts thousands of practicing physicians, 75% of whom are directly involved in primary patient care. Advertise in the Internal Medicine 2009's official publication, *Internal Medicine 2009 News*, and ensure that your ad is among those seen by this year's attendees and the leadership of the College. Information about advertising in *Internal Medicine 2009 News* is available in the *Internal Medicine 2009 News Rate Card* or by contacting the Director of Advertising Sales.

Many sponsorship opportunities are available at Internal Medicine 2009. Sponsoring one of these ACP events guarantees that your company and your support of our meeting are recognized, and that your message is among those noticed by attendees. Be sure to check ACP's Web site www.acponline.org/ sponsorships or call the Director of Advertising Sales for details about these and other sponsorships:

- Internal Medicine 2009 Print Promotions
- Internal Medicine 2009 hand outs and session CD-ROM
- ACP Doctor's Dilemma™ Competition
- Medical Students' Abstract Award Luncheon
- African-American Leaders in Medicine Reception
- Medical Student Mentorship Breakfast
- Medical Students' and Associates' Poster and Lounge Area
- Afternoon Refreshment Break
- Attendee Lunches
- Internet Café
- Clinical Skills Center
- Internists as Artists
- FACP/MACP Lounge
- Speaker Ready Room
- Information Center
- Normal Lab Value Card
- Shuttle Buses

Contact	Phone	E-Mail	Fax
Advertising and Sales			
Kevin A. Bolum <i>Director of Advertising Sales</i>	215-351-2440	kbolum@acponline.org	215-351-2686
Jeannie Frank Teller <i>Administrator</i>	215-351-2441	jteller@acponline.org	215-351-2686
Kenneth D. Watkins, III National Account Executive <i>Watkins Representation Group</i>	973-785-4839	kwatkins@watkinsrepgroup.com	973-785-8884
Advertising Operations			
Brian Barker <i>Advertising Operations Manager</i>	215-351-2662	bbarker@acponline.org	215-351-2686
Production and Billing			
Penny Quartapella <i>Advertising Billing Coordinator</i>	215-351-2664	pquartapella@acponline.org	215-351-2686
John Carney <i>Advertising Production Coordinator</i>	215-351-2419	jcarney@acponline.org	215-351-2686
Classified Display Sales			
Margaret Gardner <i>Advertising Account Executive</i>	215-351-2768	mgardner@acponline.org	215-351-2685
Maria Fitzgerald <i>Advertising Account Executive</i>	215-351-2667	mfitzgerald@acponline.org	215-351-2738
Ryan Magee <i>Advertising Account Executive</i>	215-351-2557	rmagee@acponline.org	215-351-2641
Reprint Sales			
Helen Canavan <i>Reprint Coordinator</i>	215-351-2663	hcanavan@acponline.org	215-351-2686
Internal Medicine 2009			
Christina Rayzis <i>Exhibit Manager</i> Exhibit Space and Symposia	215-351-2544	crayzis@acponline.org	215-351-2528
Kevin A. Bolum <i>Director of Advertising Sales</i> Internal Medicine 2009 Sponsorships	215-351-2440	kbolum@acponline.org	215-351-2686

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