

JMCM

Journal of Managed Care Medicine, Genomics & Biotech



2008 Rate Card

The Official Publication Of the:

**NATIONAL ASSOCIATION OF MANAGED CARE PHYSICIANS
GENOMICS BIOTECH INSTITUTE
AMERICAN ASSOCIATION OF MANAGED CARE NURSES
AMERICAN ASSOCIATION OF INTERGRATED HEALTHCARE DELIVERY SYSTEMS**

JMCM Answers the Needs of Readers and Advertisers

As physicians administrate in changing healthcare delivery systems and make formulary and service decisions, their professional resource of choice is the Journal of Managed Care Medicine (JMCM).

Managed healthcare has forever changed the way physicians care for patients. Not just another form of medicine, managed care is the reality in today's medical practice. Designed to provide cost effective healthcare delivery, improve access to healthcare services, and enhance patient outcomes, managed care has nonetheless created unique challenges. Physicians and healthcare professionals are still learning the ropes of this dynamic change, with fresh challenges emerging daily. The *Journal of Managed Care Medicine (JMCM)* is an invaluable tool for tracking these new developments.

Editorial Mission

JMCM takes a hard, judicious look at trends in Managed care. *JMCM* aims to provide fact-driven Research and guidance about issues that affect the delivery of managed care services and integrated patient care. Integrated patient care addresses disease management, demand management, and all services provided throughout the continuum of patient care. By tracking trends and providing insights, *JMCM* is the premier journal of peer reviewed articles pertaining to the practice of managed care medicine.

Targeting Influential Readers

JMCM narrowly targets medical directors, physician leaders, formulary chairs, pharmacy directors, and administrators/ CEOs in managed care organizations, as well as mature and emerging

integrated delivery systems, including IPAs, MSOs, PHOs, PODs, PSNs, PSOs, and group practices. These decision-makers rely on the association journal to provide timely, documented practices and procedures in managed health care. This information is accessible exclusively to *JMCM* readers. Advertising in *JMCM* is the best method to broadcast your message to targeted, influential market.

Editorial Prospectus

The *Journal of Managed Care Medicine* offers a comprehensive range of editorial content. Each issue of *JMCM* is dedicated to providing physicians and other professionals with emerging knowledge on care patterns, compliance, cost-effective solutions, and appropriateness of care in health systems. The journal also serves as a forum for those practitioners who are changing the face of healthcare. Articles are written by fellow physicians or professionals who work closely with physicians and are reviewed by the authors' peers.

JMCM Contains:

- Peer-Reviewed Scholarly Reports
- Clinical Articles and Reviews
- News Articles
- Letters to the Editor
- Guest Editorials
- Managed Care Programs in College Curriculums
- Book and Mediated Literature Reviews

JMCM Management

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Specifications:

Advertisement Size:	Width	Depth
2-page spread (with bleed)	16.5"	11.125"
• trim size	6.25"	10.875"
• image area	15.25"	9.875"
Full page (with bleed)	8.375"	11.125"
• trim size	8.125"	10.875"
• image area	7.125"	9.875"

Printing Method: Web offset
Binding Method: Saddle-stitched
Line Screen: 150-line screen
Rotation of Colors: Black, cyan, magenta, yellow

SUBMISSION OPTIONS

Film (Preferred): Negatives, right reading, emulsion side down, line screen 150.
Digital Ad Submissions: All digital ad submissions must comply with the requirements listed below. If your designer is unable to generate a file that meets these requirements, film must be supplied.
Design and Typesetting: Should you require assistance in creating an ad, the publisher can provide design and copywriting services at trade rates. To discuss this option, call 804-272-9100 ext.114 at least two weeks prior to materials due date.

REQUIREMENTS FOR DIGITAL AD SUBMISSIONS

Acceptable Media: CD-ROM or Zip disk

Acceptable Formats:

- **Illustrator EPS** (preferred format for digital submissions):
 - Compatibility: Version 10 (or prior)
 - All text must be converted to paths.
(Select all, then under TYPE, drag down to CREATE OUTLINES.)
 - All colors must be converted to CMYK.
(Select all, then under FILTER, drag down to COLORS: CONVERT TO CMYK.)
 - Transparent objects must be flattened.
(Select all, then under OBJECT, drag down to FLATTEN TRANSPARENCY.)
 - All image files must be embedded.
 - Preview: 8-bit Macintosh

• **NOTE: Native files (Quark, PageMaker, InDesign, etc.) are not accepted.**
 All ads created using page layout programs must be converted to an Illustrator EPS file according to the specs above. Otherwise, film will be required. If you are uncertain about any aspect of the conversion process, please call 804-272-9100 x114.

PROOFS (REQUIRED ON ALL ADS)

Color Ad Proofs: One set of progressive proofs, a matchprint or a cromalin prepared according to SWOP standards is required.

Black and White Ad Proofs: Laser proof required.

ADDITIONAL ITEMS TO NOTE

Two-color Ads: Must be prepared in accordance with the four-color process requirements. Do not use spot colors.
Oversized/Undersized Ads: All ads must be sized according to the mechanical requirements for JMCM. The publisher reserves the right to reject ads or, when possible, to resize materials and to charge for those services involved, if correct size ad is not provided by materials deadline.
Blueline Charges: A blueline charge up to \$150.00 will be applied if proper submission is not received by materials due date. *Previous advertising material will be repeated if submission is not received in time for blueline insertion.*

Storage of Reproduction Material: Original reproduction material left in publisher's possession is destroyed 12 months from date of issue unless publisher is notified in writing as to its disposition

Custom Article Reprints:

Increase exposure by including custom reprints of a recent article, in your next promotional or marketing project. High quality, custom article reprints are available in both print and electronic format by contacting:

The YGS Group
Toll Free: 800.290.5460 or 717.399.1900 x100 f. 717.399.8900
Email: JMCM@theYGSgroup.com

- Send Advertising Contracts to: Jeremy Williams; JMCM 4435 Waterfront Drive Glen Allen, VA 23060 804-527-1905, Fax: 804-747-5316 jwilliams@namcp.org
- Ship Materials to: Douglas Murphy Communications, Inc., JMCM Production Manager, 8730 Stony Point Parkway, Richmond, VA 23235, Tel: 804-272-9100 x114, Fax: 804-272-1694



2008 Advertising Rate Information

(In U.S. Dollars)

Black & White Advertising Rates

	Full page	2/3 page	1/2 page	1/3 page
1x.....	\$2,940.....	\$1,880.....	\$1,535.....	\$1,305
6x.....	\$2,770.....	\$1,845.....	\$1,500.....	\$1,280
12x.....	\$2,560.....	\$1,810.....	\$1,465.....	\$1,260
24x.....	\$2,425.....	\$1,775.....	\$1,430.....	\$1,235
36x.....	\$2,365.....	\$1,740.....	\$1,400.....	\$1,215
48x.....	\$2,280.....	\$1,710.....	\$1,360.....	\$1,190
60x.....	\$2,225.....	\$1,675.....	\$1,330.....	\$1,165
72x.....	\$2,155.....	\$1,640.....	\$1,295.....	\$1,145

Color Rates

Standard Two Colors: \$750..... Matched: \$950..... Four Color: \$1,490..... Five Color: \$1,850

Circulation

Members of the National Association of Managed Care Physicians, the American Association of Integrated Health Care Delivery Systems, and the American College of Managed Care Medicine, including:

- **Purchaser (Employer) Medical Directors** 730
- **Plan Medical Directors (HMO), (PPO)**..... 2,891
- **Provider Medical Groups** 3,559
- **Hospitals, PHO, IPA, HS, IDS, MSO, Gov., Academia**.....4,270
- **Pharmacy Directors (P&T Committees)**.....1,000
- **Nurse/Case Managers**..... 2,100

Total.....**14,550**

Note: Over-runs, supplements, reprints, and tip-ins are excellent, cost-effective ways to extend your reach to important markets.

Cancellations: Cancellations must be in writing and received by the insertion order closing date.

Deadlines: Previous advertising copy will be repeated if new copy is not received by the ad materials due date.

Agency Commission: 15% of black and white rate.

Bleeds: No charge.

Inserts: Furnished inserts, including multiple pages, gatefolds, and undersized inserts. Call Marketing and Sales office for rates and shipping information

A sample of the insert must be submitted to the editorial office for prior approval. Quantities are based on current press run plus 10% overage. Inserts must be at the printer by the first of the month preceding issue.

Preferred Position Rates:

- 2nd cover: Add 30% of earned B&W rate
- 3rd cover: Add 25% of earned B&W rate
- 4th cover: Add 50% of earned B&W rate
- Table of contents or editorial board adjacency: Add 15% to earned B&W rate

Other preferred positions: Consult representative.

Fractional Ad Specs

Half Page Vertical 3.125"x9.187
Half Page Horizontal 6.62"x4.75

Policy on Placement: Advertisement is stacked and not placed within or near peer reviewed academic articles or related editorial.

Advertisers Index: As a service to advertisers, an index of advertisers is included at the end of each issue. There is no charge for this service, and the publisher assumes no responsibility for errors.

Advertisers/Editorial Reprints: Requests must be submitted to the publisher in writing at least six weeks before issue date.