



2010 Advertising Rates

RATE CARD NUMBER 47, EFFECTIVE JANUARY 2010



U.S. Medicine Rates

Frequency	1x	6x	12x	24x	36x	48x	60x	96x	144x
King	\$8,250	\$7,925	\$7,725	\$7,500	\$7,375	\$7,200	\$7,100	\$7,050	\$6,995
3/4 King	7,750	7,450	7,260	7,050	6,930	6,770	6,675	6,630	6,575
A-size	6,370	6,115	5,700	5,550	5,400	5,250	5,150	5,050	4,850
1/2 King	6,370	6,115	5,700	5,550	5,400	5,250	5,150	5,050	4,850
1/4 King	4,620	4,440	4,325	4,200	4,130	4,030	3,975	4,130	4,130

Color

4-color	\$2,200
Matched color (one)	\$1,300
5-color	\$3,500
6-color	\$4,800

Agency Commission

15%. Not applicable to mechanical or reimbursible charges.

Inserts

King or A-size inserts bill the same as black & white space. Tipped on A-size inserts must be pre-trimmed to size and paper stock must be approved.

Earned Rates

Space purchased by a parent company and its subsidiaries is combined for accounting of earned rate based on number of insertions used within one year regardless of size.

Premium positions

Cover 2 add 25% of earned b/w rate
Cover 4 add 50% of earned b/w rate
Preferred page add 10% of earned b/w rate

This Year in Federal Medicine: Outlook 2010

Publication date January 2010
A must read for anyone working in a federal facility, this edition provides a prospective look at the coming year in federal medicine as authored by the leaders of each of the various federal agencies. Healthcare providers can better understand their role in an era of fast-paced change. Space reservation deadline for this A-sized publication is December 11, 2009. **Advertisers in this edition will be accorded the 144x rate all through 2010.**

Compendium of Federal Medicine

Publication date May 2010
The Compendium is a resource for federal healthcare professionals containing up-to-date, reliable, and organized data about the top disease states treated in the federal market. Advertising is limited to one product per therapeutic category. Distribution to full circulation of *U.S. Medicine*. Space reservation deadline for this A-sized publication is March 24, 2010.

Directory of Federal Medical Treatment Facilities

Publication date October 2010
Published annually, the *U.S. Medicine Directory* lists addresses, telephone and fax, key personnel and activity statistics for more than 1,800 domestic and overseas treatment facilities operated by VA, DoD, PHS and other federal agencies. Distribution to full circulation of *U.S. Medicine*. Space reservation deadline for this A-sized publication is August 25, 2010.

Advertiser incentives

- Products running paid ads in 5 issues of *U.S. Medicine* may run the same or averaged size run-of-book ads in a 6th issue for free. Run in 10 issues in the calendar year, and earn the 11th and 12th issues for free
- Combine advertising pages in *U.S. Medicine*, the *Compendium of Federal Medicine*, and the *2011 Directory of Federal Medical Treatment Facilities* for frequency. Include *Outlook 2010* and use the 144x rate all year.
- Free conversion of minimum 4-page A-size insert materials to King-size ROB ads. Insert conversion ads will be billed at the earned b/w King-page rate with no charge for color.

Contact Information

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Outlook 2010 Rates

Full page, b/w ...	\$5,995
Half page, b/w ...	\$3,990
Four color	\$2,200

Compendium Rates

Full page, b/w ...	\$5,995
Half page, b/w ...	\$3,990
Four color	\$2,200

Directory Rates

Full page, b/w ...	\$4,995
Half page, b/w ...	\$2,995
Four color	\$2,200

Space Reservation Dates

US Medicine	15 days prior to the first day of the publication month (for example May 15 for the June issue)
Outlook 2010	December 11, 2009
Compendium 2010	March 24, 2010
Directory 2011	August 25, 2010



Editorial Information

Editorial Focus

U.S. Medicine is an independent monthly news publication focused on the federal health-care market. Its mission is to address areas of concern to physicians, pharmacists, physician assistants, nurse practitioners, and administrators

serving in the Department of Defense, Department of Veterans Affairs, and other federal healthcare organizations. It features an editorial mix of news, interviews, reports on timely government topics, special focus sections, and monthly columns.

Founded in 1964, *U.S. Medicine* provides relevant, timely, unbiased news and information designed to keep federal healthcare professionals current on the issues of medicine, technology and policy that impact patient care and their careers.

Editorial Calendar

Frequency

U.S. Medicine is published 15 times a year with 12 monthly issues plus supplemental issues in January, May and October.

2010 Editorial Calendar

Each monthly issue features reports of current news, research, clinical trends and career development issues, as well as several articles focused on a specific clinical topic of interest.

	Focus Section	Specialty Column	Specialty Column
January		Women's Health	Cardiology
	<i>This Year in Federal Medicine—Outlook 2010</i> (mails with the January issue)		
February	Hypertension	Psychiatry	Oncology
March	Rheumatoid Arthritis	Endocrinology	Pain
April	Alzheimer's Disease and Dementia	Oncology	Women's Health
May	Infectious Disease	Pain	Endocrinology
	<i>Compendium of Federal Medicine</i> (mails with the May issue)		
June	Coagulation/Venous Thrombosis	Cardiology	Psychiatry
July	Women's Health	Pain	Oncology
August	Schizophrenia	Women's Health	Cardiology
September	PTSD/Depression	Endocrinology	Psychiatry
October*	Pharmacy	Psychiatry	Women's Health
	<i>Directory of Federal Medical Treatment Facilities</i> (mails with the October issue)		
November	Diabetes	Oncology	Cardiology
December	Hepatitis/HIV	Endocrinology	Pain

*Bonus distribution at AMSUS and Combined Forces Pharmacy Seminar

U.S. Medicine Website

USMedicine.com is the Internet home for *U.S. Medicine*. Our recently redesigned site allows visitors to read current and archived issues, share comments with colleagues and collaborate with other federal healthcare professionals. USMedicine.com also links qualified federal readers to current CME and CE supplements.

USMedicine.com averages 5,000 unique visitors each month.

For banner advertising or sponsorship opportunities, please contact:

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Editorial Contacts

U.S. Medicine is published by

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39 York Street
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(609) 397-5522 Fax: (609) 397-4327

National Office

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Circulation Information

Circulation Overview

U.S. Medicine has a controlled circulation of 34, 647 per June 2009 BPA Circulation Statement.

Coverage and Market Served

Civilian and military physicians, pharmacists, physician assistants, nurse practitioners and medical administrators in the Department of Veterans Affairs, Department of Defense and U.S. Public Health Service including Indian Health Service and Bureau of Prisons

Circulation Details



Circulation data based on June 2009 BPA Circulation Statement.

Circulation by Agency

Agency	Total Qualified
Department of Veterans Affairs.....	25,675
Department of Defense	6,106
U.S. Public Health Service	2,139
State and Local Governments.....	267
Others*	460
Total.....	34,647

*Including Department of Health and Human Services (14), U.S. Postal Service (162), Armed Forces Institute of Pathology (13), Federal Aviation Administration (6), Medical Schools (255) and miscellaneous government agencies (10)

Circulation by Job Title

Job Title	Total Qualified
MD and DO	20,580
Pharmacists	6,901
Medical Administrators & Hospital Directors	689
Nurse Practitioners.....	3,417
Physician Assistants.....	1,975
Others*	1,085
Total.....	34,647

*Including Government Officers, Medical School Deans and Public Relations Officers (388), Medical Residents (648), Medical Libraries (31), Civilian Employees and Federal Medical Consultants (13), Medical School Professors (5).

General Information

Issuance

15 issues. Monthly editions plus *Outlook 2010* in January, *Compendium* in May, and *Directory* in October

Issue Date

15th of each month (January for *Outlook*, May for *Compendium*, October for *Directory*)

Mailing date and class

15th of each month, Periodicals Class

Bonus Distribution

AMSUS and Combined Forces Pharmacy Seminar in October

Editorial-Advertising Ratio

50/50 excluding supplements

Placement of Advertising

All advertising is interspersed with, adjacent to or opposite editorial content

Requirements for Acceptance of Advertising

All advertising subject to editorial approval

U.S. Medicine is published by

Marathon Medical Communications, Inc.
39 York Street, Lambertville, NJ 08530
(609) 397-5522 Fax: (609) 397-4327



Advertising Specifications

U.S. Medicine

Dimensions

(Trim size in inches, width x height)

- King page 10½ x 14
- ¾ King horizontal..... 10½ x 10½
- ¾ King vertical 7½ x 14
- A-size 7½ x 10½
- ½ King horizontal..... 10½ x 7
- ½ King vertical 5¼ x 14
- ¼ King 5¼ x 7
- ¼ King vertical 2 (2¼ if bleed) x 14

Safe area is ½ inch from trim, bleed is minimum ¼ inch

Insert specifications

- Inserts may be up to 10½ x 14 and as small as 7½ x 10.
- Tip-on inserts must be pre-trimmed to size.
- Paper stock and size must be pre-approved by Production Manager.
- Inserts are accepted for full run of publication only.

Outlook, Compendium and Directory

Ad dimensions

(Trim size in inches, width x height)

- Full page..... 8¾ x 10¾
- ½ page vertical 4 x 10¾
- ½ page horizontal..... 8¾ x 5¾

Safe area is ½ inch from trim, bleed is minimum ¼ inch

Insert specifications

- Inserts should be furnished no smaller than 8¾ X 11¼ for trimming to 8¾ x 10¾.
- Paper stock must be pre-approved by Production Manager.
- Inserts are accepted for full run of publication only.

Production Contact Information

Send digital media and address questions to:

Barbara Shopiro, Production Manager, *U.S. Medicine*,
 15 Tamaques Way, Westfield NJ 07090, (908) 246-0616
 Shopiro@USMedicine.com
 (email Shopiro@USMedicine.com for ftp information)

Send printed inserts to:

Matt Saddler, Democrat Printing & Lithographing Co.,
 6401 Lindsey Road, Little Rock, AR 72206, (501) 907-7973
(Label each box with publication, issue date and quantity.)

Closing and Material Deadlines

U.S. Medicine Deadlines

Ad closing: On or about 15 days prior to the first day of the publication month (for example, May 15 for the June issue)

ROB materials: On or about 10 days prior to the month of publication (for example, May 20 for the June issue)

Inserts: Due at Democrat Printing, Little Rock, AR on or about 5 days prior to the month of publication (for example, May 25 for the June issue)

Outlook 2010 Deadlines

Space reservation by 12/11/09
 ROB materials by 12/17/09
 Inserts to arrive at printer by 12/27/09

Compendium Deadlines

Space reservation by 03/24/10
 ROB materials by 04/20/10
 Inserts to arrive at printer by 04/26/10

Directory Deadlines

Space reservation by 08/25/10
 ROB materials by 09/14/10
 Inserts to arrive at printer by 09/23/10

For deadline or materials questions, contact Barbara Shopiro at Shopiro@USMedicine.com or (908) 246-0616.

General Production information

- Binding: Saddle stitch
- Maximum ink density: 280%
- Digital media: High-resolution pdfs preferred. See pdf production information on our printer's website www.democratprinting.com. If other formats are to be supplied, contact Production Manager.
- Digital files should be accompanied by a color proof.
- Color: Must be CMYK.
- Bleed: Minimum of 0.125 inch. Crop marks should be provided.
- Materials will be held for one year and then destroyed unless otherwise requested.
- Please provide your production contact information in case there is a problem with your files.