

## 2012 MEDIA PLANNER



### Staff:

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### 2012 Advertising Rates for U.S. Medicine:

	1x	6x	12x	24x	36x	48x	60x	96x	144x
<b>King</b>	\$8,250	\$7,925	\$7,725	\$7,500	\$7,375	\$7,200	\$7,100	\$7,050	\$6,995
<b>¾ King</b>	7,750	7,450	7,260	7,050	6,930	6,770	6,675	6,630	6,575
<b>Island</b>	6,370	6,115	5,700	5,550	5,400	5,250	5,150	5,050	4,850
<b>½ King</b>	6,370	6,115	5,700	5,550	5,400	5,250	5,150	5,050	4,850
<b>¼ King</b>	4,620	4,440	4,325	4,200	4,130	4,030	3,975	3,975	3,975

### 2012 Advertising Rates for Annual Supplemental Editions - *Compendium of Federal Medicine* and *2013 Directory of Federal Medical Treatment Facilities*:

<b>A-Size</b>	\$5,995	<b>½ Page</b>	\$3,995	Premium positions and color charges listed below
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Color:	
<b>3 - 4 Color:</b>	\$2,200
<b>Matched Color:</b>	950
<b>5 Color:</b>	3,150

Premium Positions:	
<b>Cover 4:</b>	Add 50% to earned B/W rate
<b>Cover 2:</b>	Add 25% to earned B/W rate
<b>Preferred page:</b>	Add 10% to earned B/W rate
<b>Cover Tip:</b>	\$23,500*

\*Cover Tip must accompany ROB ad in same issue.

### 2012 Advertiser Incentives:

- Continuity:** Products running paid ads in 5 issues of *U.S. Medicine* may run the same or averaged size ROB ad in a 6<sup>th</sup> issue for free. Run in 10 issues in the calendar year; earn the 11<sup>th</sup> and 12<sup>th</sup> issues for free.
- Combination Rates:** Combine advertising pages in *U.S. Medicine*, the *Compendium of Federal Medicine*, and the *2013 Directory of Federal Medical Treatment Facilities*.
- King Conversion:** Free conversion of a minimum 4-page, A-size insert to King-size ROB ads. Converted ads will be billed at the earned B/W King-page rate with no charge for color.

**Editorial Content:**

*U.S. Medicine* reports the news, medical updates and policy affecting patient care in the diverse federal healthcare specialty. In addition to providing an independent viewpoint on federal medicine, *U.S. Medicine* features timely articles, special reports and regular columns as based on input from the Editorial Advisory Board and reader research.

**Issuance:**

Monthly plus additional issues distributed as supplements

**Annual Supplemental Editions:**

**January:** *This Year in Federal Medicine: Outlook 2012*

**May:** *2012 Compendium of Federal Medicine*

**October:** *2013 Directory of Federal Medical Treatment Facilities*

**2012 Compendium of Federal Medicine**

**Editorial Focus:** Published in May, *The Compendium of Federal Medicine* is a concise, yet comprehensive compilation of the current clinical review of the top disease states treated in the federal market. Advertising is limited to one product per therapeutic category.

**Circulation:** The 2012 *Compendium* is included as a supplement to the May 2012 issue of *U.S. Medicine*.

**2013 Directory of Federal Medical Treatment Facilities**

**Editorial Focus:** Published in October, the *Directory of Federal Medical Treatment Facilities* is the most comprehensive and requested directory of its kind, listing more than 1,800 domestic and overseas medical treatment facilities in the VA, DoD and USPHS. Offering detail about clinics and hospitals, each listing includes available address, telephone, key personnel and activity statistics.

**Circulation:** The 2013 *Directory* is included as a supplement to the October 2012 issue of *U.S. Medicine*

**Editorial Calendar**

Issue	Focus Section	Specialty Updates		Columns
Jan	Smoking Cessation / Addiction	Men's Health	Cardiology	Polytrauma: Pain/PTSD/TBI
Feb	Infectious Diseases	Women's Health	Immunology	Pharmacy Update
Mar	COPD / Respiratory Care	Psychiatry	Endocrinology	Polytrauma: Pain/PTSD/TBI
Apr	Alzheimer's disease / Dementia	Oncology	Coagulation	Pharmacy Update
May	Men's Health	Prostate Cancer	Obesity	Polytrauma: Pain/PTSD/TBI
Jun	Sleep Disorders	Obesity	Infectious Diseases	Pharmacy Update
Jul	Women's Health	Breast Cancer	Cardiology	Polytrauma: Pain/PTSD/TBI
Aug	Schizophrenia	PTSD	Sleep Disorders	Pharmacy Update
Sep	Pain (part 1)	Psychiatry	Endocrinology	Polytrauma: Pain/PTSD/TBI
Oct	Pain (part 2)	Oncology	Coagulation	Pharmacy Update
Nov	Diabetes	Obesity	Cardiology	Polytrauma: Pain/PTSD/TBI
Dec	HIV - Hepatitis	Immunology	Infectious Diseases	Pharmacy Update

**Bonus Distribution:**

**February issue:** APhA Federal Forum

**October issue:** Joint Forces Pharmacy Seminar and AMSUS, The Society of the Federal Health Agencies

**Market Coverage:**

*U.S. Medicine* readers are physicians, pharmacists, physician assistants, nurse practitioners and administrators practicing in the Department of Veterans Affairs, the Department of Defense (Army, Navy, Air Force) and in the U.S. Public Health Service.

**Circulation:**



35,373 – Total Circulation, November 2011

Circulation by Agency:	
Department of Veterans Affairs:	26,450
Department of Defense:	7,720
U.S. Public Health Service:	1,175
Others:	28

Circulation by Job Title:	
Physicians / Residents:	23,636
Pharmacists:	7,073
PA's/NP's:	4,181
Administrators:	483

**Advertising Specifications for *U.S. Medicine* and Annual Supplemental Editions**

**Monthly Editions - Tabloid Size**

Ad Sizes in Inches:	Non-Bleed Sizes:	Minimum Bleed Sizes:
<b>Trim Size:</b>	10½" x 14"	10¾" x 14¾"
<b>King page:</b>	10½" x 14"	10¾" x 14¾"
<b>¾ King H:</b>	10½" x 10½"	10¾" x 10¾"
<b>¾ King V:</b>	7½" x 14"	7¾" x 14¾"
<b>Island:</b>	7½" x 10½"	7¾" x 10¾"
<b>½ King H:</b>	10½" x 7"	10¾" x 7¾"
<b>½ King V:</b>	5½" x 14"	5¾" x 14¾"
<b>¼ King H:</b>	5½" x 7"	5¾" x 7¾"
<b>¼ King V:</b>	2" x 14"	2¾" x 14¾"

**Supplemental Editions - A-Size**

Ad Sizes in Inches:	Non-Bleed Sizes:	Minimum Bleed Sizes:
<b>Trim Size:</b>	8¾" x 10¾"	8¾" x 11"
<b>A-size:</b>	8¾" x 10¾"	8¾" x 11"
<b>½ Page V:</b>	4" x 10¾"	
<b>½ Page H:</b>	8¾" x 5¾"	

**Supplemental Editions:**

- *This Year in Federal Medicine: Outlook 2012*
- *2012 Compendium of Federal Medicine*
- *2013 Directory of Federal Medical Treatment Facilities*

**Insert Specifications:**

<b>Inserts:</b>	<b><i>U.S. Medicine:</i></b> 8¾" x 10¾"	Must be pre-trimmed to size
	<b><i>Outlook:</i></b> 8¾" x 10¾"	Must be pre-trimmed to size
	<b><i>Compendium</i></b> 8¾" x 11"	Trims to 8¾" x 10¾" Keep live area ½" from final trim
	<b><i>Directory</i></b> 8¾" x 11"	Trims to 8¾" x 10¾" Keep live area ½" from final trim

**Shipping:** Label each box with publication name, issue date & quantity and send printed inserts to:  
 Matt Saddler  
 Democrat Printing and Lithographing Co.  
 6401 Lindsey Road  
 Little Rock, AR 72206  
 501-907-7973

**Maximum Ink Density:** 300%

**Digital media:** High-resolution PDFs preferred. See PDF production information on our printer's website [www.democratprinting.com](http://www.democratprinting.com). If other formats are to be supplied, please contact the 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.

**Contact:** Anita Crandall – Production Manager: 609-397-1538

## 2012 Closing and Material Due Dates:

### U.S. Medicine Monthly Editions

Monthly Issues:	Closing:	Materials:	Supplied Inserts:
<b>January</b>	December 19	December 27	December 30
<b>February</b>	January 17	January 24	January 27
<b>March</b>	February 17	February 24	February 29
<b>April</b>	March 16	March 23	March 28
<b>May</b>	April 18	April 25	April 30
<b>June</b>	May 17	May 24	May 29
<b>July</b>	June 18	June 25	June 28
<b>August</b>	July 17	July 24	July 27
<b>September</b>	August 17	August 24	August 29
<b>October</b>	September 17	September 24	September 27
<b>November</b>	October 18	October 25	October 30
<b>December</b>	November 16	November 27	November 30

### Supplemental Editions

Monthly Issues:	Closing:	Materials:	Supplied Inserts:
<b>Outlook 2012</b>	November 14, 2011	December 27	December 30
<b>Compendium</b>	March 29, 2012	April 25	April 30
<b>Directory</b>	September 17, 2012	September 28	October 2

## Insertion Orders and Advertising Materials

### Insertion Orders:

*U.S. Medicine*  
 39 York Street  
 Lambertville, NJ 08530  
**Phone:** 609 397-5522  
**Fax:** 609-397-4237  
**Email:** [Breuning@USMedicine.com](mailto:Breuning@USMedicine.com)

### Advertising Materials:

Anita Crandall – Production Manager  
 14 Delevan Street  
 Lambertville, NJ 08530  
**Phone:** 609-397-1538  
**Email:** [Production@USMedicine.com](mailto:Production@USMedicine.com)  
**FTP Address:** [ftp.democratprinting.com](ftp://ftp.democratprinting.com)  
**User ID:** usmed **Password:** ftp1414 (case sensitive) \*

\* Please email [production@usmedicine.com](mailto:production@usmedicine.com) prior to submitting a file via FTP and include the name of the file, the product and the issue.

## 2012 Online Advertising Opportunities

### U.S. Medicine Online

USMedicine.com combines the publication's editorial with a multimedia environment of content, columns, blogs and other important information. Readers from around the world can interact with other readers, post comments about published articles and share. The site features additional online content and is updated daily with federal healthcare breaking news stories.

[www.usmedicine.com](http://www.usmedicine.com)

**Site Traffic (3 month average):**

- 7,800 Total Monthly Visitors
- 6,700 Unique Monthly Visitors
- 15,000 Total Page Views
- 37% Direct Traffic
- 60,700 Available Ad Impressions

**Site Traffic Data:**

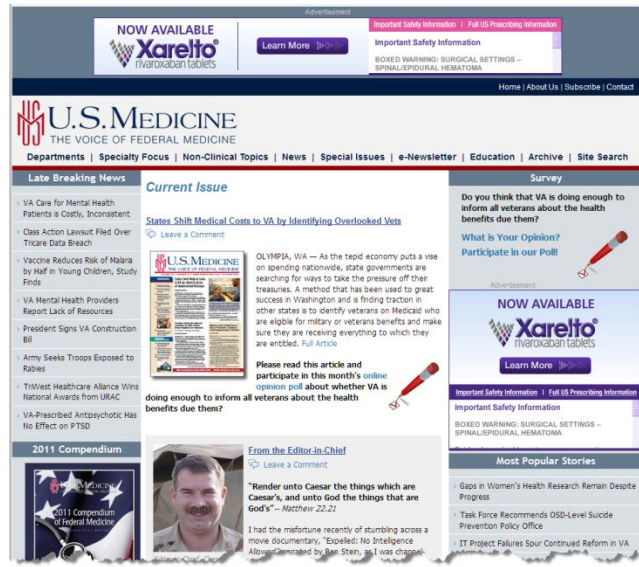


**Ad Units:**

- Leaderboard: 728 x 90
- Lower Banner: 728 x 90
- Medium Rectangle: 300 x 250 (right side)
- Skyscraper: 160 x 600 (left side)

**Rates:**

\$75 CPM Run-of-Site advertising



### U.S. Medicine Direct – Monthly eNewsletter

U.S. Medicine Direct is deployed twice monthly to thousands of healthcare professionals working in federal medicine. Editor-in-Chief Chester 'Trip' Buckenmaier III, MD introduces the first edition of the newsletter with his opinion and comments on current federal healthcare issues. Readers get an advance look at articles running in the current issue of U.S. Medicine with links to USMedicine.com. The second issue centers on the clinical focus section and other important articles.



<b>Total Opt-in Subscribers:</b>	9,750	<b>Banner Ad Size: Full Banner (468 x 60)</b>
<b>Average Open Rate:</b>	22%	
<b>Average Click Rate:</b>	29%	<b>Sponsorship Rate per Month: \$2,300 net</b>
<b>Read More Than One Issue:</b>	40%	