



www.usmedicine.com

2019 MEDIA PLANNER

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Issuance

Monthly plus two additional supplemental editions: The 2019 *Compendium of Federal Medicine* (May 2019) and the 2020 *Directory of Federal Medical Treatment Facilities* (November 2019).

Market Served and Editorial Content

U.S. Medicine serves the physicians, pharmacists, nurse practitioners, physician assistants and administrators working in Veterans Affairs, Military Health System and the U.S. Public Health Service. The federal market represents the largest integrated healthcare in the United States, providing healthcare to 18 million veterans, active duty and retired servicemembers and their dependents, plus those served by the U.S. Public Health Service. Each month, the staff of *U.S. Medicine* interviews experts and thought leaders on how best to manage diseases specific to the federal patient.

Special Focus: Two or three full-length original articles on a specific clinical topic.

Clinical Consults: Articles featuring results of recent clinical studies conducted by VA or DoD in a specialty area.

Pharmacy Update: In-depth information on use of therapeutic agents, new devices and innovative techniques at the VA, DoD and other federal healthcare agencies. Also includes briefs on newly approved drugs.

2019 Editorial Calendar

Issue	Special Focus	Clinical Consult	Updates	
January	Hematology	Pain	Pulmonology	Pharmacy
February	Infectious disease	Neurology	Oncology	Pharmacy
March	HCC/HCV	Diabetes	Women's Health	Pharmacy
April	COPD/Asthma	Cardiology	Immunotherapy	Pharmacy
May	Mental health	Prostate cancer	Dermatology	Pharmacy
June	Vascular Disease/Stroke	Pain	Oncology	Pharmacy
July	HIV	Hematology	Neurology	Pharmacy
August	MS	Diabetes	Respiratory	Pharmacy
September	Vaccines	Mental Health	Skin cancer	Pharmacy
October	Oncology	Pain	Cardiology	Pharmacy
November	Diabetes	Prostate cancer	Influenza	Pharmacy
December	Neurology	Nephrology	Pulmonology	Pharmacy

Circulation



35,763 – Average Total Qualified Circulation

BPA Brand Report, period ending December 2017

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF November 2017

Circulation by Agency		Circulation by Job Title	
Department of Veterans Affairs:	28,189	Physicians:	25,043
Department of Defense:	6,915	Pharmacists:	6,072
U.S. Public Health Service:	613	PAs and NPs:	3,565
		Administrators:	841
		Medical Residents	196

Bonus Distribution

March issue: APhA Federal Pharmacy Forum, March 21 - 22; Seattle, WA

October issue: Joint Federal Pharmacy Seminar

AMSUS - The Society of the Federal Health Professionals November 26-30; National Harbor, MD

2019 Advertising Rates for *U.S. Medicine*

Island-page, 4/Color	1x	24x	48x
Gross Rate - Island-page, 4/c	\$ 7,800	\$ 7,400	\$ 7,200
Net Rate - Island-page, 4/c	\$ 6,630	\$ 6,290	\$ 6,120

King-page, 4/Color	1x	24x	48x
Gross Rate - King-page, 4/c	\$ 9,400	\$ 8,900	\$ 8,200
Net Rate - King-page, 4/c	\$ 7,990	\$ 7,565	\$ 6,970

B/W disclosure page*	1x	24x	48x
Gross Rate	\$ 5,600	\$ 5,400	\$ 5,000
Net Rate	\$ 4,760	\$ 4,590	\$ 4,250

*Disclosure Page = any b/w page that follows a 4/c king or 4/c island page

Premium Positions	Cover 4 Premium	Cover 2 Premium	Front Cover Banner Ad	Cover Tip*	
				1x	3x
Gross Rate	\$ 3,600	\$ 1,800	\$ 11,200	\$ 21,200	\$ 18,000
Net Rate	\$ 3,060	\$ 1,530	\$ 9,500	\$ 18,020	\$ 15,300

Combination Rates: Combine advertising pages in *U.S. Medicine*, the *Compendium of Federal Medicine*, and the *Directory of Federal Medical Treatment Facilities*.

* Based on 7" high x 10" wide client supplied single leaf, 2-page outsert.

Continuity and Incentives

U.S. Medicine & Directory of Federal Medical Treatment Facilities

Advertise in five (5) issues of *U.S. Medicine* and receive a free insertion in a 6th issue of *U.S. Medicine*.

Advertise in ten (10) issues of *U.S. Medicine* and receive free insertions in the 11th and 12th issues of *U.S. Medicine*.

2019 Supplemental Editions

2019 Compendium of Federal Medicine

Issuance: May 2019

Ad Unit	Net Rate
Page, 4/c	\$ 7,500
Page, b/w	\$ 5,000
½ Page, b/w	\$ 4,000

Ad Closing: April 15, 2019

Editorial Focus: *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.

Circulation: The 2019 *Compendium* is included as a supplement to the May 2019 issue of *U.S. Medicine*.

2020 Directory of Federal Medical Treatment Facilities

Issuance: November 2019

Ad Unit	Net Rate
Page, 4/c	\$ 7,500
Page, b/w	\$ 5,000
½ Page, b/w	\$ 4,000

Ad Closing: October 15, 2019

Editorial Focus: *The Directory of Federal Medical Treatment Facilities* is the most comprehensive and requested directory, listing more than 1,800 treatment facilities in the VA, DoD and USPHS.

Circulation: The 2020 Directory is included as a supplement to the November 2019 issue of *U.S. Medicine*.

Single Sponsored Supplements

FEDERAL HEALTHCARE REPORTER

SELECTED NEWS AND UPDATES FROM THE
54th ANNUAL MEETING OF THE AMERICAN SOCIETY OF CLINICAL ONCOLOGY
JUNE 1 - JUNE 5, 2018
CHICAGO, IL

Reported and edited for the federal healthcare professional by the staff of U.S. Medicine

Risk Predictor Guides Breast Cancer Treatment at SEER Facility	8
VA Develops Nutrition/Immunization Risk Tool in Multiple Myeloma	9
Cabazitaxel Improves Survival in Liver Cancer Regardless of Age	10
VA Tests Develops Reliable Measures of Cancer Drug Efficacy	11
VA Study Links with Chlopiatin, Radiation Therapy for Head and Neck Cancer	12
VA Study Indicates That Location Matters in Colon Cancer Survival	13
Therapy Combination Wins Sals, Active in Gastrointestinal Cancer Trials	14
Pulmonary Fracture Affect 30% of High-Risk Lung Cancer Patients Post Chemotherapy	15
DrUG Research Challenges Use of Methylid to Prevent Kidney Injury	16
Vaccine Developed by Military Shows Early Promise in Metastatic Melanoma	17
Multiple Myeloma Survival by Race Same at VA, Despite Tumor Variation	18
Trial Accurately Predicts Overall Survival in Veterans With Prostate Cancer	19
VA Care Not Timely in Early Lung Cancers, But Did It Really Matter?	20
Cabazitaxel May Help Overcome Chemotherapy Inhibitor Resistance in GI Cancer	21
Common Vitamin Deficiency Increases Mortality Risk in Cancer Patients	22

VA Care Not Timely in Early Lung Cancer: But Did It Really Matter?

VA Study Links with Chlopiatin, Radiation Therapy for Head and Neck Cancer

Advances in Hepatocellular Carcinoma Treatment at Veterans Affairs

Thousands of Veterans at Risk For Liver Cancer: Development From Operations at VA Health Care

19 Treatment Options Offer Hope, Lives for VA's HCC Patients

U.S. Medicine single sponsored supplements focus on a specific disease or topic of interest to readers and the sponsoring company. In cooperation with the sponsor, typically 3-4 staff written articles are included (with advertising) in an 8 to 16-page supplement.

Sponsorship includes:

- Exclusive advertising exposure in the supplemental edition
- Distribution to the full circulation of *U.S. Medicine*
- Electronic hosting on the *U.S. Medicine* for website for up to one year

2019 Closing and Material Due Dates

U.S. Medicine

Monthly Issues:	Closing:	Materials:	Supplied Inserts:
January	December 19	December 24	December 28
February	January 18	January 25	January 30
March	February 20	February 25	February 28
April	March 20	March 25	March 29
May	April 19	April 25	April 30
June	May 20	May 24	May 30
July	June 20	June 25	June 28
August	July 19	July 25	July 30
September	August 20	August 26	August 30
October	September 20	September 25	September 30
November	October 18	October 25	October 30
December	November 20	November 25	November 27

Supplemental Editions

Title:	Closing:	Materials:	Supplied Inserts:
Compendium	April 15	April 27	April 27
2020 Directory	October 15	October 26	October 26

U.S. Medicine

Trim Size: 10½" x 13"

Ad	Trim Size	Bleed Size
King Spread	21" x 13"	21¼" x 13¼"
King page	10½" x 13"	10¾" x 13 ¼"
¾ King H	10½" x 9¾"	10¾ x 10"
¾ King V	7½" x 13"	7¾" x 13¼"
*Island	7½" x 10¼"	7¾" x 10½"
½ King H	10½" x 6 ½"	10¾" x 6¾"
½ King V	5¼" x 13"	5½" x 13¼"
Front Cover	5" x 1½"	n/a

Compendium and Directory

Trim Size: 7⅞" x 10¾"

Ad:	Trim Size:	Bleed Size:
	15¾" x 10¾"	16" x 11"
Full Page:	7⅞" x 10¾"	8⅞" x 11"
½ Page V:	Please contact U.S. Medicine	
½ Page H:	7⅞" x 5¼"	

Live matter: Allow ½" safety from all trim edges

Type of Binding: *U.S. Medicine:* Saddle Stitch

Compendium: Saddle Stitch

Directory: Perfect Binding

***Note:** For island size bleed ads in *U.S. Medicine*, please contact production manager for live area specifications

Insert Specifications

Inserts:	<i>U.S. Medicine:</i> 8⅞" x 10¾"	Must be pre-trimmed to size
	<i>Compendium</i> 8⅞" x 11"	Trims to 7⅞" x 10¾" Keep live area ¼" from final trim
	<i>Directory</i> 8⅞" x 11"	Trims to 7⅞" x 10¾" Keep live area ¼" from final trim

Shipping: Label each box with publication name, issue date & quantity and send printed inserts to:
 Pam Schock, Democrat Printing & Litho.
 6401 Lindsey Road, Little Rock, AR 72206
 Email: pschock@democratprinting.com Phone: (501) 907-7944

Mechanical Specifications

- Digital media:** High-resolution PDFs preferred. For file guidelines, please our printer's website: (democratprinting.com/downloads.html). If other formats are supplied, please contact *U.S. Medicine's* production manager.
- Color:** Must be CMYK.
- Bleed:** Minimum of 0.125 inch. Crop marks should be provided.
- Materials:** Held for one year from last insertion and then destroyed unless otherwise instructed
- Contact:** Anita Crandall – Production Manager: 609-397-1538

Insertion Orders and Advertising Materials

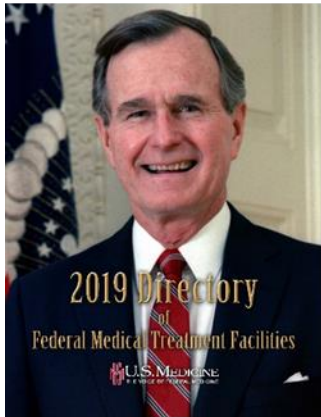
Insertion Orders:
U.S. Medicine
120 N. Union Street
Lambertville, NJ 08530
Phone: 609 397-5522
Fax: 609-228-6185
Email: Breuning@USMedicine.com

Advertising Materials:
Anita Crandall – Production Manager
14 Delevan Street
Lambertville, NJ 08530
Phone: 609-397-1538
Email: Production@USMedicine.com

Electronic Ad Submission:

Ads must be submitted as a high-resolution PDF with advertiser name and issue name and date in the filename. For files under 10 MB, send a high-resolution PDF via email to Anita Crandall at: production@usmedicine.com

For files exceeding 10 MB, please use a 3rd party sharing file service. MailBigFile (mailbigfile.com) or Hightail (hightail.com) are preferred. Once uploaded, send a confirmation email to Anita Crandall (production@usmedicine.com)



INSIDE

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Surprise! President Nominates Wilkie For Permanent VA Secretary Role
Announcement About Acting Secretary Was Unexpected

VA Signs Gartner Contract to Create Massive New Health Record System
Legislators: Transition Should Be 'Done Right, Not Fast'

Now Available
FEDERAL HEALTHCARE REPORTER
NEWS AND UPDATES FROM THE 84TH ANNUAL MEETING OF THE AMERICAN SOCIETY OF CLINICAL ONCOLOGY

