

2021 Recruitment/Classified Advertising Rates



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www.the-hospitalist.org

RATES*

	1x	3x	6x	12x
Frequency	1x	3x	6x	12x
King full page	\$3,024	\$2,948	\$2,872	\$2,721
Island full page	2,678	2,610	2,610	2,410
Full half page	2,024	1,973	1,922	1,821
Junior 1/2	1,876	1,830	1,782	1,688
Column (V)	1,650	1,608	1,568	1,485
Island 1/4 Page	1,325	1,292	1,258	1,192

Rates are gross and per insertion. Frequency must be committed to at insertion to earn discount.

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Column inch sizes and rates (all columns are 3.25" wide)

Column Size	1x	3x	6x	12x
4"	\$825	\$804	\$784	\$745
3.5"	615	599	584	554
2.5"	395	385	375	355

Color rates (in addition to earned B&W rates)

Logo:	\$100
4-Color	\$300

*State and local taxes may apply

PAGE SIZES

	TYPE	AREA
King full page	9.83" x 11.17"	
Island Full page	6.5" x 10"	
Full half page (H)	9.83" x 5.5"	
Junior 1/2 page (H)	6.5" x 5.25"	
Full column (V)	3.25" x 11.17"	
1/4 Page	3.25" x 5.5"	
3.5"	3.25" x 3.6"	
2.5"	3.25" x 2.67"	
2"	3.25" x 2"	
1"	3.25" x 1"	

Other sizes available; please contact your sales representative.

COMPOSITION SERVICES AVAILABLE

- Full page: \$150
- Half page: \$125
- Quarter page: \$95

AGENCY DISCOUNT: 15%—All rates noted on this card are GROSS for 1/4 page and larger size ads.

BONUS DISTRIBUTION

- **April Issue:** American College of Physicians (ACP); April 29-May 1, 2021; Orlando, FL. Society of Hospital Medicine (SHM); May 4-7, 2021; Las Vegas, NV. American College of Cardiology; May 15-17, 21; Atlanta, GA
- **September Issue:** American Academy of Family Physicians (AAFP); Sept 28-Oct 2, 2021; Los Angeles (Anaheim), CA. American Academy of Pediatrics (AAP); Oct 8-12, 2021; Philadelphia, PA

CIRCULATION

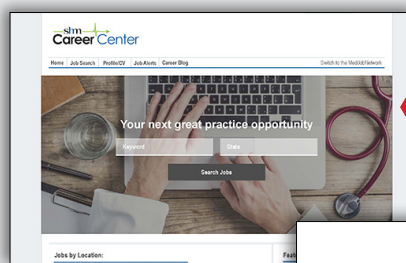
Print circulation: 33,215 (BPA Verification)	
Members of the Society of Hospital Medicine (SHM)	15,081
SHM non-member prospects across multiple specialties and allied health providers	6,433
Internal Medicine residents	11,701

Cancellation Policy: An order for an advertisement in a Frontline Medical Communications magazine or e-newsletter may be cancelled by Advertiser for any reason up to the issue's published ad close date. Advertiser will be responsible for orders cancelled after the close date.

DIGITAL ADVERTISING

increase your impact! GET MORE CANDIDATES!

Print & Online Combinations



30 day Job Posting as upgrade to print ad: \$549/month

E-Newsletter as upgrade to print ad: \$799/month (includes job posting)



Career Center (Online Only)

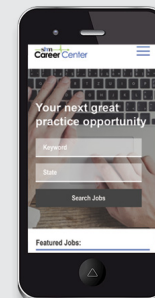
- 90 Days \$1,200
- 60 Days \$900
- 30 Days \$799

E-Newsletters (Only)

- 1 Issue \$799
- 3 Issues \$2,250
- 6 Issues \$4,200



Sourcing Packages include our unique Intelligent Sourcing tools



Mobile
All ads are optimized for viewing on mobile devices

AD SPACE/MATERIALS DEADLINE

January	12/3/20	July	06/7/21
February	01/6/21	August	07/7/21
March	02/4/21	September	08/6/21
April	03/9/21	October	09/8/21
May	04/6/21	November	10/7/21
June	05/6/21	December	11/4/21