

2021 Recruitment/Classified Advertising Rates

www.journalofhospitalmedicine.com

RATES*	1x	3x	6x	12x
Rates are gross and per insertion. Frequency must be committed to at insertion to earn discount.				
Frequency	1x	3x	6x	12x
Full	\$2,750	\$2,681	\$2,612	\$2,475
1/2 Page	\$1,562	\$1,522	\$1,483	\$1,405
1/4 Page	\$1,185	\$1,155	\$1,125	\$1,066
Column inch sizes and rates (all columns are 3.25" wide)				
3"	\$690	\$672	\$655	\$621
2.5"	\$575	\$560	\$546	\$518
2"	\$460	\$448	\$437	\$414
1.5"	\$325	\$316	\$308	\$292
1"	\$230	\$224	\$218	\$207
Color rates (in addition to earned B&W rates)				
Logo:		\$100		
4-Color		\$300		

*State and local taxes may apply

PAGE SIZES	TYPE AREA		
Trim size	8.25"	x	10.875"
Full Page	6.875"	x	9.125"
1/2 Page Horizontal	6.875"	x	4.5"
1/2 Page Vertical	3.375"	x	9.125"
1/4 Page	3.375"	x	4.5"

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

CIRCULATION

Print circulation: 12,084 (BPA Verification)

Coverage: United States

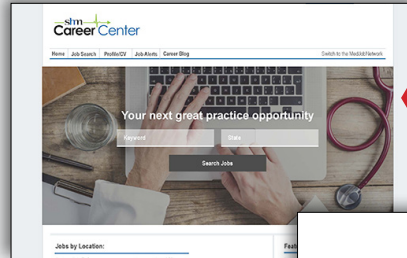
Circulation basis: Paid, benefit of SHM membership dues

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 \$1,299
- 60 Days \$999
- 30 Days \$799

E-Newsletters (Only)

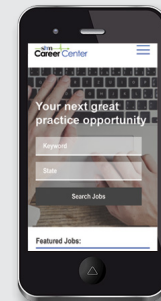
- 1 Issue \$999
- 3 Issues \$2,298
- 6 Issues \$4,500



Sourcing

Packages include our unique Intelligent Sourcing tools

Mobile All ads are optimized for viewing on mobile devices



AD SPACE/MATERIALS DEADLINE

January	12/4/20	July	06/11/21
February	01/7/21	August	07/16/21
March	02/11/21	September	08/13/21
April	03/12/21	October	09/10/21
May	04/8/21	November	10/15/21
June	05/13/21	December	11/5/21