

2019 Recruitment/Classified Advertising Rates

www.the-hospitalist.org

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
King full page	\$3,602	\$3,512	\$3,422	\$3,242
Island full page	2,975	2,900	2,826	2,676
Island 1/4	1,325	1,292	1,258	1,192
Junior 1/2	1,985	1,935	1,886	1,786
Column (V)	1,985	1,935	1,886	1,786
Island 1/4 Page	1,325	1,292	1,258	1,192
Column inch sizes and rates (all columns are 3.25" wide)				
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

- **February & March Issues:** HM19; March 24-27, 2019; National Harbor, MD
- **April Issue:** ACP; April 11-13, 2019; Philadelphia, PA
- **May Issue:** ACOG; May 3-6, 2019; Nashville, TN
- **September Issue:** AAFP; September 24-28, 2019; Philadelphia, PA
- **October Issue:** AAP; October 25-29, 2019; Orlando, FL

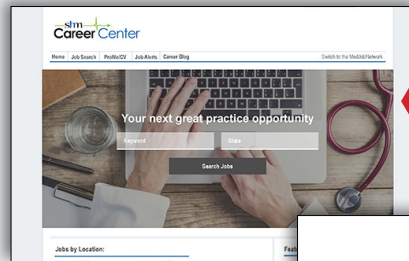
CIRCULATION

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)

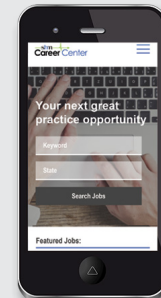
- 90 Days \$1,200
- 60 Days \$900
- 30 Days \$799

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	11/30/18	July	06/07/19
February	01/08/19	August	07/09/19
March	02/05/19	September	08/02/19
April	03/07/19	October	09/06/19
May	04/08/19	November	10/08/19
June	05/07/19	December	11/04/19