

EVIDENCE-BASED PRACTICAL INFORMATION FOR IMPROVING HEALTH CARE QUALITY

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www.frontlinrates.com

23 Years of Evidence-Based Excellence

Published by Frontline Medical Communications

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Data Card #24 Effective Date: January 1, 2017

www.jcomjournal.com

RATES

1. Effective Date and Commissions:
 - a) Effective Rate Date: January 1, 2016. Fiscal year advertisers are not protected.
 - b) Agency Commission: 15% of gross billings on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice.
2. Earned Rates:
 - a) **Full Run:** Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread is considered two insertions. Each page of an insert is considered one insertion. Fractional pages (vertical or horizontal) count as one insertion. Cover positions apply to earned B&W rates.
 - b) **Corporate Umbrella Program:** By advertising in a HOSPITAL PHYSICIAN® Board Review Manual Program in combination with advertising in JCOM®, the advertiser will be eligible to move up to the next earned rate frequency after calculating the combination rates applicable.
 - c) **Advertiser Incentive Program:** Any product advertising in 2017 is eligible to receive FREE and BONUS ad unit insertions dependent on advertising in 7 or 10 issues of JCOM® in 2017.
 - d) **Corporate Discount Program:** Any corporation that advertises in JCOM® will be able to apply the gross amount of their 2016 advertising expenditures, including expenditures for Hospital Physician specialty editions described above, to determine the appropriate corporate discount to be applied to 2017 gross advertising spending in JCOM®.
 - e) **Demographic Rates:** Demographic coverage is available; consult publisher. Each page placed in a demographic run does not count as an insertion toward earned rate for full run.
 - f) The advertiser and its designated advertising agency are equally responsible for all charges incurred through the placement of advertising in JCOM®.

8. Reproduction Requirements:
 - a) Follow Specifications for Web Offset Publications (SWOP). SWOP specifications at www.swop.org.
 - b) Advertising materials should be sent in PDF format (PDF-X1a preferred) with all fonts and high resolution images embedded. Native application files will not be accepted.
 - c) Proofing: One set of proofs complete with color bars are required for all materials. Ink hues and densities must conform to SWOP standards. Proofs are submitted to printer for checking color and should reflect the PDF-X1a submitted.
 - d) Reproduction material will be held 1 year from date of last insertion and then destroyed unless otherwise specified.
 - e) Send disks, color proofs, and example of inserts to: Production Department, JCOM®
125 Strafford Avenue, Suite 220, Wayne, PA 19087-3391
e-mail: production@turner-white.com phone: 484-253-1316

SUPPLIED ADVERTISING INSERTS

9. Guidelines:
 - a) One example of insert should be submitted to Production Department address above.
 - b) The maximum micrometer reading is not to exceed 0.004". A variance of 5% is allowed to accommodate unevenness in 0.004" stock.
 - c) All inserts to be full size, supplied untrimmed, printed, folded, and ready for binding.
 - d) Trimming: Two page inserts delivered to plant 8 1/8" x 11". One-eighth inch will be trimmed off the face, head, skive, and foot. All inserts jog to the foot.
 - e) Quantity: 43,000
 - f) Shipping: Carton packing preferred with publication name, date, and insert quantity clearly marked on pallets that are 42" x 48". Each load should be a maximum of 54" from upper surface of pallet.
 - g) Ship to: RR Donnelley and Sons Company, Pontiac Division
1600 North Main Street, Pontiac, IL 61764-0140
Attn: JCOM® Customer Service Representative

EDITORIAL

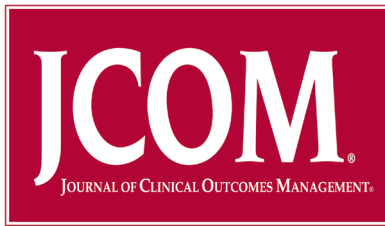
10. Editorial Uniqueness: JCOM® is the first and only clinical outcomes **application-to-practice** journal that gives physicians and managed care decision makers **evidence-based** practical information for improving the quality and value of health care.
11. Editorial Direction: The goals of JCOM® are to translate evidence into practical information for physicians and managed care decision makers and to help them improve the safety and cost effectiveness of care. A key feature is the case-based review, which provides a critical review of the literature in the context of an unfolding patient case. JCOM's content also includes original research, traditional clinical reviews, and reports on improvement strategies and system innovations.
12. Regular Editorial Features: Case-Based Reviews, Reports from the Field, Original Research, Outcomes Research in Review, Clinical Reviews
13. Reprints: available upon request
14. Average Issue Information: Ad:Edit—50:50; advertising placement policy—interspersed; ad format—rotated

MECHANICAL REQUIREMENTS

4. Ad Sizes and Bleed Sizes:	Live Area	Bleed Sizes
Spread	15" x 10"	16 3/8" x 11"
Full Page	7 1/8" x 10"	8 1/8" x 11"
Half Page Vertical	3 3/8" x 10"	3 7/8" x 11"
Half Page Horizontal	7 1/8" x 4 3/4"	8 1/8" x 5 1/4"

- a) Hold live matter in 3/8" from trim on all sides
- b) Trim size of journal: 7 7/8" x 10 3/4"
- c) Minimum 1/8" bleed on all sides
5. Paper Stock:
 - a) Inside pages: 40# coated groundwood, grade #5 gloss
 - b) Covers: 70# coated freesheet, grade #3 gloss
6. Type of Binding: perfect bound
7. Halftone Screen Requirements: 133 line screen

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**23 Years of
Evidence-Based
Excellence**



2017 RATES FOR THE JOURNAL OF CLINICAL OUTCOMES MANAGEMENT®

JCOM®— PAGE RATES-B&W:

	1X	6X	12X	24X	36X	48X	72X	96X	120X	144X	180X
Page	\$9600	\$9350	\$9100	\$8850	\$8700	\$8550	\$8450	\$8350	\$8200	\$8050	\$7950
Half Page	\$6720	\$6545	\$6370	\$6195	\$6090	\$5985	\$5915	\$5845	\$5740	\$5635	\$5565

SUBSCRIPTION RATES

U.S.—\$245; Foreign—\$485 USD
U.S. Single Issue Price—\$50;
Foreign Single Issue Price—\$80 USD

PAGE RATES-COLOR (Additional to earned B&W rates)

Color	Per page or fraction
Standard SWOP Color:	\$ 1350
Matched Color:	1550
Matched Color-Metallic:	1950
Three- or Four-Color:	3100
Five-Color:	4500
Six-Color	6000
Bleed:	No Charge

COVERS, PREFERRED POSITIONS, INSERTS

- Covers (non-cancelable)
B&W rate + (percentage x B&W rate) + color charge
Cover 2: 25% Cover 3: 10% Cover 4: 40%
- Preferred Positions: Table of Contents, Editorial Board, Outcomes Research in Review
First Article = 10% premium above earned B&W rate.
Consecutive pages or consecutive right hand pages: 10% premium above earned B&W rate.
- Furnished inserts billed at B&W rate at frequency earned.

BANNER ADS

- Accept banner ads for website www.jcomjournal.com at cost of \$3600 for one month posting. Consult publisher for specifications.

CLASSIFIED RATES

- Line Ads: 50 words or less—\$235; each additional 20 words or less—\$110
- Small Display Ads: \$235 per column inch (3 1/8" wide x 1" high); 1/4 page: \$1710; 1/2 page: \$3160

ISSUANCE AND CLOSING

- First Issue: October 1994
- Frequency: 12 times per year
- Mailing Dates: First of month of publication issue
- Audit: BPA Publishers Statement: January and July

Issue	Close Issue	ROB Ad Material Due	Inserts Due at Printer
January	12-9-16	12-12-16	12-15-16
February	1-9-17	1-11-17	1-17-17
March	2-9-17	2-10-17	2-16-17
April	3-9-17	3-10-17	3-16-17
May	4-10-17	4-11-17	4-14-17
June	5-9-17	5-11-17	5-16-17
July	6-9-17	6-12-17	6-16-17
August	7-7-17	7-11-17	7-14-17
September	8-9-17	8-11-17	8-15-17
October	9-8-17	9-12-17	9-15-17
November	10-9-17	10-11-17	10-16-17
December	11-9-17	11-10-17	11-16-17

CIRCULATION* - July 2017 BPA Statement

Title	
President/CEO	1817
Medical Director	206
Director of Managed Care	34
Director of Medicare/Medicaid	13
Formulary Director	338
Pharmacy Director	502
Chief Pharmacist	2099
Clinical Pharmacist	1745
Case Manager	76
Director of Utilization Review	12
Director of Quality Assurance	626
Total HMO/PPO/IDN/PBM/HMC	7468
CEO	1049
Medical Director	2649
Chairman of Formulary/Formulary Committee Member	1640
Director of Managed Care Contracts	2744
Director of Pharmacy Services	3248
Director of Medicare/Medicaid	370
Director of Utilization Review	463
Director of Quality Improvement	1780
Total Hospital	13,943
Medical Director	7643
Pharmacy Director & Managers	226
Case Manager	241
Total Nursing Home/Skilled Nursing Facilities	8110
Medical Director	9993
Director of Quality Assurance	216
Total Group Medical Practice & Surgicenter	10,209
Grand Total Circulation	39,730

*This includes approximately 14,133 healthcare professionals affiliated with Accountable Care Organizations as designated in the BPA Statement, July 2017.