2017 Recruitment/Classified Advertising Rates

The Hospitalist — shm Society of Hospital Medicine

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www.the-hospitalist.org

RATES*

Frequency	1x	3x	6x	12x
King	$3602	$3,512	$3,422	$3,242
Island A	2,834	2,763	2,692	2,550
1/3 Island	2,250	2,193	2,138	2,025
1/2 Island	1895	1,847	1,800	1,705
1/4 Island	1,225	1,194	1,163	1,102

Leaderboard	
1 ad	$1,500
spread (2 ads)	2,800
4 page (two 2-page spreads)	5,400
6 pages (three 2-page spreads)	6,800

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

3"	$825	$804	$784	$745
2"	524	510	498	472
1.5"	395	385	375	355
1"	250	243	237	225

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

Logo:	$100
4-Color	$300

*State and local taxes may apply

MECHANICAL REQUIREMENTS

King Page (Trim)	10.125"	x	12.625"
Island A	6.625"	x	9.5"
Island Footer	10.125"	x	3"
1/3 Island Vertical	3.25"	x	9.375"
Island Horizontal	6.625"	x	4.5"
1/4 Island	3.25"	x	4.625"

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.

CANCELLATIONS: Must be received in writing on or before the announced closing date.

BONUS DISTRIBUTION

- **March Issue:** ACP Annual Meeting, March 30-April 1, 2017
- **April Issue:** Society of Hospitalist Medicine Annual Meeting, May 1-4, 2017

CIRCULATION

Print circulation: 33,634 (BPA Verification)

SHM Members and Roster:	26,494
Internal Medicine Residents:	6,140

The Hospitalist is the news publication for hospitalists throughout the United States, reporting on issues and trends in the practice of hospital medicine. Each issue gives readers practical advice from leading authorities in the field on selected topics in clinical management, ethical concerns, public policy, and medical-legal issues.

DIGITAL ADVERTISING

INCREASE YOUR IMPACT! GET MORE CANDIDATES!

Print & Online Combinations

30 day Job Posting with a print ad: $549/month

E-Newsletter with print ad: $749/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	12/01/16	July	06/07/17
February	01/05/17	August	07/06/17
March	02/02/17	September	08/08/17
April	03/08/17	October	09/06/17
May	04/05/17	November	10/06/17
June	05/04/17	December	11/02/17