

THE Clinical Advisor

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Published by Haymarket Media, Inc.

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A FORUM FOR NURSE PRACTITIONERS AND PHYSICIAN ASSISTANTS

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General Information

Issuance: Monthly, for total of 12 issues.

Subscription Data: Controlled to nurse practitioners and physician assistants. Other subscriptions: U.S. \$75.00 per year; \$85.00 in Canada, \$110.00 for all other foreign.

Coverage: *The Clinical Advisor* is available in two national editions — *The Clinical Advisor for Nurse Practitioners* and *The Clinical Advisor for Physician Assistants*. Advertisers have the option of placing ads in both editions or inserts in either one.

Market: Nurse practitioners and physician assistants.

Member: Business Press Association (BPA), Association of Medical Media (AMM)

Ad Placement: All advertisements are fully interspersed and rotated throughout the publication.

Editorial/Advertising Ratio: Average is approximately 50% advertising and 50% editorial.

Established: January 1998. No organization affiliation.

Editorial Content: *The Clinical Advisor* provides a broad range of information intended to sharpen the skills of its readers. Popular departments include "Clinical Challenge," "Dermatology Clinic," and "Advisor Forum," in which a panel of experts respond to readers' questions. The journal also covers clinically relevant news and offers legal analysis in the form of annotated case histories.

Advertising Information

Advertising Acceptance: All advertising subject to publisher's approval.

Closing Date: First of month one month preceding issue date.

Cancellation: None accepted beyond closing date.

Agency Commission: 15% — withdrawn if not paid within 30 days of invoice date.

Cash Discount: None.

Special Capabilities: Ink-jetting and select binding.

Bonus Distribution: American Academy of Nurse Practitioners, American Academy of Physician Assistants, ACNP, NPWH, Nurse Practitioner Symposium and others.

Earned Rates: Earned rates for advertisers are based on the combined total number of paid ad pages appearing in *American Journal of Hematology/Oncology*, *Oncology Nursing News*, *The Clinical Advisor*, all *Prescribing Reference* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *JAAPA*, *PA Professional*, and *Renal & Urology News* within the current 12-month period. All insertions in the

full-run edition, nurse practitioner edition, physician assistant edition, and special splits count toward earned frequency rates. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Each page of an insert counts as one insertion. Parent companies' and subsidiaries' insertions are combined to determine the earned rate. Second cover is sold only in combination with the opposite page.

Bleed: No extra charge.

Covers: Back cover — \$10,570.

Second cover (minimum two-page spread required) — First page costs \$8,960. Second or third page is billed at the regular earned rate.

Positions: Earned B&W rate plus 10%. Color extra.

Classified Advertising: Valley Forge Publishing Group
2570 Blvd of the Generals, Ste. 220, Norristown, PA 19403
Phone: (800) 983-7737; (610) 854-3770
Fax: (610) 854-3780; info@valleyforgepress.com

* *The Clinical Advisor* is #1 in readers and exposures among journals reaching the combined NP/PA audience. (Source: PERQ/HCI FOCUS® and Media-Chek®/APEX, Physician Assistant/Nurse Practitioner 2009, Table 101)

Full-Run Circulation: 125,000 Nurse Practitioners and Physician Assistants

Circulation Breakdown: Nurse Practitioners . . 85,000 Physician Assistants . . 40,000

A total of 125,000 U.S. nurse practitioners and physician assistants will receive each issue of *The Clinical Advisor* in the year 2010. To receive the publication, physician assistants and nurse practitioners must have graduated from an accredited program. There are no age restrictions to receive *The Clinical Advisor*.

Full-Run Black-and-White Page Rates

Frequency	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X	192X	240X	300X	360X	420X
1 Full	\$5,450	\$5,290	\$5,160	\$4,980	\$4,830	\$4,610	\$4,580	\$4,560	\$4,550	\$4,450	\$4,380	\$4,330	\$4,320	\$4,260	\$4,230	\$4,210
2/3 Page	\$4,900	\$4,750	\$4,670	\$4,480	\$4,340	\$4,150	\$4,140	\$4,130	\$4,090	\$4,030	\$3,950	\$3,920	\$3,900	\$3,850	\$3,800	\$3,780
1/2 Page	\$4,080	\$3,970	\$3,900	\$3,750	\$3,640	\$3,470	\$3,430	\$3,420	\$3,400	\$3,340	\$3,300	\$3,270	\$3,250	\$3,230	\$3,200	\$3,180
1/3 Page	\$2,740	\$2,660	\$2,590	\$2,530	\$2,470	\$2,340	\$2,320	\$2,310	\$2,290	\$2,250	\$2,210	\$2,200	\$2,180	\$2,150	\$2,130	\$2,120

Full-Run Color Rates per Page

4-Color	PMS-Matched Color	Standard Color	Metallic Color	4-Color & Standard Color	4-Color & PMS
\$2,360	\$2,030	\$1,570	\$2,210	\$3,880	\$4,320

Inserts:

Full-run inserts: Charged page for page at earned black-and-white rates.

Continuity 12 Full-run inserts: Charged page for page at Continuity 12 black-and-white page rate.

Continuity 10 Full-run inserts: Charged page for page at Continuity 10 black-and-white page rate.

Demographic Editions (Inserts Only)

Ad units for the demographic editions of *The Clinical Advisor for Nurse Practitioners* and *The Clinical Advisor for Physician Assistants* are limited to inserts only.

Insert Page Rate for The Clinical Advisor for Nurse Practitioners

Frequency	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X	192X	240X	300X	360X	420X
Per Page	\$5,430	\$5,270	\$5,010	\$4,800	\$4,670	\$4,440	\$4,400	\$4,390	\$4,380	\$4,300	\$4,210	\$4,160	\$4,140	\$4,090	\$4,060	\$4,050

Insert Page Rate for The Clinical Advisor for Physician Assistants

Frequency	1X	6X	12X	24X	36X	48X	60X	72X	96X	120X	144X	192X	240X	300X	360X	420x
Per Page	\$2,830	\$2,760	\$2,720	\$2,650	\$2,640	\$2,570	\$2,560	\$2,550	\$2,540	\$2,530	\$2,510	\$2,500	\$2,490	\$2,480	\$2,470	\$2,440

The Clinical Advisor 12-Issue and 10-Issue, Full-Run, Same-Product Continuity Rate

Full-Run Black-and-White Page Rates

12-Issue Same-Product Continuity Rate

Frequency	All Frequencies
1 Full Page	\$3,660
2/3 Page Vertical	\$3,270
1/2 Page Horizontal / Vertical	\$2,660
1/3 Page Vertical	\$1,610

10-Issue Same-Product Continuity Rate

Frequency	All Frequencies
1 Full Page	\$3,950
2/3 Page Vertical	\$3,550
1/2 Page Horizontal / Vertical	\$2,940
1/3 Page Vertical	\$2,000

2010 Incentive Programs

Continuity Programs

- **New Product Launch/New Business Program:**

Save over 29% off the 12X published black-and-white rate.

— Any new product launch and any new business (established brands that haven't advertised in the past 12 months) qualifies for our 12X continuity rate, regardless of whether your ad runs 12 times.

- **12X Continuity:**

Save over 29% off the 12X published black-and-white rate.

— Available for any product that advertises in *The Clinical Advisor* for 12 issues in 2010 (or fiscal year)

- **10X Continuity:**

Save over 23.5% off the 12X published black-and-white rate.

— Available for any product that advertises in *The Clinical Advisor* for 10 issues in 2010 (or fiscal year)

Qualifications

- Ads must be for the same product and advertise full-run.
- Minimum ad size is one full page unit.
- Earned corporate discounts are calculated after deducting the continuity incentives.

Combined Rate Program:

Earned rates for advertisers are based on the combined total number of paid ad pages appearing in *The Clinical Advisor*, *American Journal of Hematology/Oncology*, *Oncology Nursing News*, all *Prescribing Reference* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *JAAPA, PA Professional*, and *Renal & Urology News* within the current 12-month period. All insertions in the full-run edition, nurse practitioner edition, physician assistant edition, and special splits count toward earned frequency rates. A spread counts as two insertions. Each page of an insert counts as one insertion. Parent companies' and subsidiaries' insertions are combined to determine the earned rate.

Haymarket Prepayment Discount:

Haymarket will give a 5% discount on 2010 ad rates for all 2010 space contracted in advance. Call publisher for details.

Haymarket Corporate Discount:

Individual pharmaceutical companies and their subsidiaries may qualify for this additional corporate discount, based on their total gross spending in either 2009 or 2010. Total gross spending is the combined amount spent (using 2010 rates) for *The Clinical Advisor*, *American Journal of Hematology/Oncology*, *Oncology Nursing News*, all *Prescribing Reference* titles, *McKnight's Long-Term Care News*, *Assisted Living*, *JAAPA, PA Professional*, and *Renal & Urology News*.

Total Gross Dollars	Percent Discount Off Gross
\$250,000 - \$750,000	2.0%
\$750,001 - \$1,500,000	3.0%
\$1,500,001 - \$2,500,000	5.0%
\$2,500,001 - \$3,500,000	7.0%
\$3,500,001+	10.0%

★**NP/PA Extended Reach Combo Buy: Please see enclosed factsheet**

Mailing List Houses

Nurse practitioner and physician assistant circulation compiled by SDI (formerly Verispan); made available by DMD Inc., Skokie, Ill.

Insert Information

Availability: Full-size, single leaf (two pages) and up are accepted.

Acceptance: Paper and insert sample must be submitted to the publisher for approval.

Insert quantity: • Full-run, including spoilage: 131,000
— Nurse Practitioner edition, including spoilage: 89,000
— Physician Assistant edition, including spoilage: 42,000

Inserts due: 28th of month preceding publication

Stacking: Inserts should be furnished to R.R. Donnelley/Long Prairie brick-stacked on pallets in 6" lifts with all unit lifts facing one direction. Cartons should be used when the nature of the insert or card does not permit brick-stacking or if additional protection of the material is required.

Pallets: Pallets should be 40" wide and 48" long and are not to be packaged higher than 40" from the floor-to-pallet-top. Pallets must be waterproof-wrapped and securely banded with a minimum of two bands in each direction. Not to exceed 2,000 lbs gross weight.

Identification: Contents of the pallets must be clearly identified and flagged on at least two sides with the following information: Publication name, Issue date, CSR name, Gross weight, Net weight, Key number (if any), Skid number, Number per skid, Number per cartons, Supplier's name. Affix a sample of the insert on all four sides of the pallet.

Shipping: All materials should be shipped to: R.R. Donnelley, 100 Banta Road, Long Prairie, MN 56347, ATTN: Reni Stroschein for Clinical Advisor. The plant will receive material Monday through Friday, 7 a.m. to 2:30 p.m.

Charges and Other Information

Delivered size: 8" x 10³/₄" **Trim:** 7³/₄" x 10¹/₂"

Furnished inserts are billed at the black-and-white space rate frequency earned and are commissionable. Special mechanical charges are not commissionable. Ad files will be held for 13 months only.

Digital Files

Live area: 7" x 10" **Trim:** 7³/₄" x 10¹/₂" **Bleed:** 8" x 10³/₄" **ROB** **Materials due:** 20th of month preceding publication

Include standard trim, bleed and center marks in all separations, and no marks included in the 'live' image area.

A contract color proof of the file should also be sent to:

Leslie Carsman, Haymarket Media Inc., 114 West 26th Street, 4th Fl., New York, NY 10001

Specifications:

- PDF/X-1a files recommended. **Single-pages preferred.**
- All furnished PDF files should comply with PDF X-1a specifications (detailed at <http://www.pdf-x.com>).
- The PDF version should be either 1.3 or 1.4.
- All high-resolution images and fonts must be included when the PDF/X-1a file is saved.
- Images must be SWOP (CMYK or Grayscale), TIFF or EPS between 200 and 400 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.
- Do not menu-style your fonts.
- Total area density should not exceed SWOP 300%
- Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF 'wrapper'.
- The ad should be right reading, in portrait mode, at 100% size, and no rotations.
- Exporting a PDF from InDesign (CS or CS2) is not recommended because of Identity-H font encoding. DO NOT export as PDF from Quark (5 or 6). Instead write to a postscript file from the native

application and distill into a PDF using Adobe Acrobat Distiller using the correct job options.

- It is recommended that the PDF file be certified PDF X-1a using a PDF preflight utility.

Application file specifications:

- High resolution copies of all component files and resources (linked EPS and TIFF images) must be included with the final application file.
- All fonts must be supplied with the job.
- Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.
- Be sure to supply fonts used by EPS graphic images to ensure type quality.
- Do not menu-style your fonts.
- Define all colors as CMYK builds unless the color will print as a spot of color on press.
- Do not save TIFF or EPS files with embedded color management profiles.
- RGB, LAB, and ICC based colors are not allowed.
- Hairline rules should not be used.
- Ensure that all image, art, tint, and type elements are set to knock out or overprint as desired.