

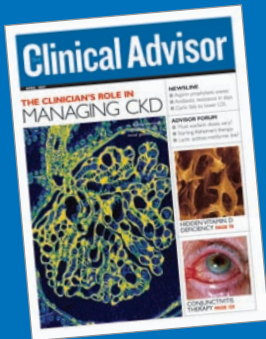
2010

Classified Ad Rates

Issued: February 2010

Editorial Niche

Classified Print Advertising Rates



Online Advertising

Issuance & Closing Dates

Bonus Distributions[†]

[†] Subject to change

Print Specifications

For more information:

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Clinical Advisor

www.ClinicalAdvisor.com

The Clinical Advisor is the #1 nurse practitioner publication, the #1 physician assistant publication, and the #1 journal reaching the combined NP/PA audience. Winner of Folio magazine's EDDIE award as the best health-care magazine in America, *The Clinical Advisor* was also named best health-care business publication by *Medical Marketing & Media* magazine. *The Clinical Advisor* is a monthly journal for NPs and PAs in primary care and other specialties. Its mission is to keep practitioners up to date with the latest information regarding diagnosis, treatment, management, and prevention of conditions seen in a typical office-based primary-care setting. Every month, *The Clinical Advisor* is delivered to more than 125,000* U.S. NPs and PAs.

*BPA 01/09 Circulation Statement

Gross Classified Rates

Regular Classified Ads	1 time	Color Rates	New Frequency Packages
First 30 words	\$150	2-color add 10%	Place 2 ads, get the third for 30% off
Each additional word	\$2.25	4-color add 15%	Place 4 ads, get the fifth one for free

Classified Display Ads^{††}

Size	1 time	Size	1 time
Column Inch	\$280	2/9	\$1,750
1/16	\$550	1/4	\$2,170
1/12	\$735	1/3	\$2,713
1/9	\$1,050	1/2	\$4,340
1/8	\$1,085	Full	\$6,840
1/6 H	\$1,225		

^{††} All ads except the column inch include an online job listing on clinicaladvisor.com and a job alert.

[†] Recognized advertising agencies, providing camera-ready materials as specified, receive 15% commission on gross billing, paid within 30 days. Agency discount will not apply to line ads. Pubset ads and production charges are non-commissionable.

Classified Headings

No special headings permitted. When no heading is requested, we will use our own judgment in classifying an ad.

Faculty Positions, Locum Tenens, Medical Meetings, Medical Services, Miscellaneous, Positions Available, Positions Wanted, Books/Supplies, Computer/Software, Medical Education, Medical Equipment/Supplies, Real Estate

Banner Type	Size	Location	Run Length	Cost
Leaderboard	728 x 90 (pixels)	Job Page	30 Days	\$500
Max File Size: 100K • Animated: 30 Seconds Max – 3 Rotation Max				
Flash: 3 Loop Max – 12 Frames per second				
Online Posting	Cost	Color Block	Top Job	Featured Job
30 Day	\$250	\$25	\$50	\$250

Frequency: 12 issues a year • **Mailing Date:** 20th of each month

Copy changes/cancellations must be received on or before closing date of the scheduled issue(s).

Issue	Closing Date	Issue	Closing Date	Issue	Closing Date
Jan.	Dec. 4, 2009	May	April 8, 2010	Sept.	Aug. 9, 2010
Feb.	Jan. 7, 2010	June	May 6, 2010	Oct.	Sept. 8, 2010
March	Feb. 9, 2010	July	June 9, 2010	Nov.	Oct. 6, 2010
April	March 9, 2010	Aug.	July 9, 2010	Dec.	Nov. 11, 2010

May:	AAPA's 38 th Annual PA Conference; Atlanta, GA; May 29-June 3, 2010
June:	AANP 24 th Annual Conference; Phoenix, AZ; June 23-27, 2010
July:	Nurse Practitioner Symposium; Copper Mountain, CO; July 15-17, 2010
Oct:	National Association of Nurse Practitioners in Women's Health; Palm Desert, CA; Oct 13-16, 2010 American College of Nurse Practitioners; Tampa, FL; Oct 20-24, 2010

Size	Width	Height	Size	Width	Height		
Col. Inch	1.6"	X	1"	1/4 V	1.6"	X	8"
1/16	1.6"	X	1.75"	1/3 H	4.55"	X	3.75"
1/12	2.125"	X	1.75"	1/3 V	2.125"	X	8"
1/9	2.125"	X	2.5"	2/9 H	4.55"	X	2.5"
1/8 H	3.33"	X	1.75"	2/9 V	2.125"	X	5.125"
1/8 V	1.6"	X	3.75"	1/2 H	6.87"	X	3.75"
1/6 H	4.55"	X	1.75"	1/2 V	3.33"	X	8"
1/6 V	2.125"	X	3.75"	Full Page	6.87"	X	8"
1/4 H	3.33"	X	3.75"				

Click the link below to be directed to our Web site for:

- Classified Print Specifications
- Production Materials
- Production Charges
- Administrative Fees
- Policies
- Billing & Credit

Or go directly to <http://www.valleyforgepress.com/terms.html>