

STAFF

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www.ajmc.com

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Chairman/Chief Executive Officer:
Michael J. Hennessy



2009 FULL-RUN DISPLAY ADVERTISING RATES

B/W Rates	1x	6x	12x	24x	48x	72x	96x	120x	144x	216x	240x	288x
page	\$ 8,274	8,111	7,954	7,859	7,639	7,497	7,361	7,140	6,998	6,862	6,695	6,552
1/2 page	\$ 5,129	5,030	4,935	4,872	4,736	4,646	4,562	4,426	4,342	4,253	4,153	4,064
1/4 page	\$ 2,898	2,840	2,783	2,751	2,672	2,625	2,578	2,499	2,452	2,415	2,375	2,325
Business Reply Card	\$ 8,274	8,111	7,954	7,859	7,639	7,497	7,361	7,140	6,998	6,863	6,694	6,552

INSERTS	1x	6x	12x	24x	48x	72x	96x	120x	144x	216x	240x	288x
2 page island insert	\$ 16,811	16,485	16,170	15,981	15,540	15,257	14,984	14,543	14,259	13,986	13,650	13,367
4 page island insert	\$ 39,029	32,708	32,078	31,700	30,818	30,251	29,705	28,823	28,256	27,038	26,755	26,471
6 page island insert	\$ 49,875	48,930	47,985	47,418	46,095	45,245	44,426	43,103	41,433	40,430	40,003	39,575
8 page island insert	\$ 68,958	67,019	65,718	64,946	63,126	61,954	60,836	59,022	56,732	55,355	53,818	52,679

COLOR CHARGES

4 color	\$ 2,667
2 color standard	\$ 1,125
2 color matched	\$ 1,390
metallic	\$ 1,700
4 color + metallic	\$ 4,370
5 color	\$ 3,790

PREMIUM RATES

Cover 4	Earned Rate + 50% + Color
Cover 3	Earned Rate + 15% + Color
Cover 2	Earned Rate + 25% + Color
TOC	Earned Rate + 15% + Color
Other	Earned Rate + 15% + Color

Mechanical Tip-in Charge: all undersized inserts, \$1,000 commissionable.

Effective Date and Discounts:
Effective Rate Date: January 2009

Agency Commission and Cash Discount: 15% of gross billing on space, color, cover, and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. No cash discount. A finance charge of 1.5% per month will be applied to all past due invoices. Mechanical charges are commissionable.

Split Runs: For less than 50% of the full circulation, apply 50% of the earned black & white rate (plus color if applicable). For more than 50% of the full circulation, apply the proportionate ratio of the earned black & white rate (plus color if applicable).

In addition, a commissionable mechanical charge will be applied to all split runs: add \$1,250 for ROB pages; add \$950 for inserts.

Corporate Incentives:

Earned Rates: Earned rates are based on frequency of advertising by individual corporate entities within a 12-month period beginning January 2009 and ending December 2009. The number of insertions determines the earned rate. A spread counts as 2 insertions. Full pages and fractional pages each count as single insertions. Each page of an insert counts as 1 insertion.

Corporate Combination Frequency: Earned frequency will be calculated for a

corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in MJH & Associates journals. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split runs and no-charge pages earned in the Continuity Programs count as full pages towards frequency.

Launch Program: Advertise a new product in 4 consecutive units and earn the 5th unit of the same (averaged) size for free in the next issue. This program may be combined with 2009 Continuity Programs, but may not exceed two free insertions in any 12 month period.

Multiple Product Discount:

Pharmaceutical, device, or other companies that advertise 3 or more of their products within the same month of the same publication, earn a 7.5% discount.

Combination Discount Program:

Advertise in any 2 MJH & Associates' publications and receive \$200 off the earned black & white rate per page in each publication. Advertise in 3 or more MJH & Associates' publications and receive \$300 off the earned black & white rate per page in each publication. (This discount may not be used in conjunction with other combination discount programs.)

2009 Corporate Discounting Programs:

Corporations with a 2008 minimum combined spend of \$250,000 on advertising (from the 1x gross rate) plus Internet and cus-

tom programs (excluding article reprints) in MJH & Associates' publications may apply the **MJH Corporate Discount** in 2009. The Corporate Discount is applied to the adjusted gross cost after all other earned discounts including frequency have been applied.

Discount Levels:

\$250,000 - 500,000	1%
\$500,000 - 1,000,000	2%
\$1,000,000 - 1,500,000	3%
\$1,500,000 - 2,000,000	4%
\$2,500,000 - 3,000,000	5%
\$3,000,000 +	6%

Continuity Discount Commitment for a Full Year of Advertising:

Buy 10 Get 2: Advertise the same product in 10 (consecutive) issues from January through October and earn units of the same (averaged) size for free in November and

December. Program must be earned and used within calendar year 2009.

Publications That Combine For Discounts And Incentives

MDNG Portfolio
Cardiology Review
Pharmacy Times
American Journal of Managed Care
American Journal of Pharmacy Benefits
Oncology & Biotechnology News

Order of Discounts

- Determine earned frequency
- Apply dollars-off discounts, calculate adjusted gross
- Apply percentage-off discounts in any order as earned (combo/corporate), calculate adjusted gross after each discount
- Apply agency discount

INSERT INFORMATION**Availability and Acceptance:**

Availability: All inserts are available full run. For short cut or gatefold inserts, consult publisher.

Acceptance:

Sizes and Specifications: All inserts should be furnished printed, trimmed to publisher's specified size, and ready for binding. Mechanical devices, except standard lacquering, that change the specifications or characteristics of the insert are generally not acceptable.

Stock Weights Acceptable:

- Single-leaf (2-page) inserts: 80 lb max.
- Double-leaf (4-page) inserts: 70 lb max.
- More than 4 pages – 60 lb text; bulking factor no greater than 0.004" per leaf for coated or uncoated stock.
- For odd sizes or different paper stock, please consult publisher.

Trimming:

- 2-, 4-, 8-, or 10-page inserts
8 1/8" x 11: final delivered size.
- Trim size of journal is 7 7/8" x 10 3/4".
- Keep live matter 1/4" from all trim edges.
- Keep non-bleed copy at least 3/8" from trim.
- Inserts will be trimmed 1/8" from head, face, foot, and spine.
- Book is jogged to head.

Quantity: 55,000

Tip-in Charges: For undersized inserts only, \$1,000 commissionable.

Shipping:

Publishers Press, Inc
Attn: Stephanie Barnes
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218
800.264.1152

Mark cartons "The American Journal of Managed Care" and indicate the month of issue.

First Issue:

September 1995

Frequency:

12x/year

Issue Date:

1st of month

Mailing Date & Class:

7th of month, periodical mailing class

Closing Dates:

See grid

Issue Date	Closing Date	Material Due	Inserts Due
January	3-Dec	10-Dec	10-Dec
February	2-Jan	9-Jan	9-Jan
March	1-Feb	8-Feb	8-Feb
April	3-Mar	10-Mar	10-Mar
May	2-Apr	9-Apr	9-Apr
June	1-May	8-May	8-May
July	2-Jun	9-Jun	9-Jun
August	2-Jul	9-Jul	9-Jul
September	1-Aug	8-Aug	8-Aug
October	4-Sep	11-Sep	11-Sep
November	1-Oct	8-Oct	8-Oct
December	3-Nov	10-Nov	10-Nov

EDITORIAL

- **Special Issues:** Oncology Theme Issue ran in Spring 2008. Others: TBA.
- **General Editorial Direction:** AJMC is an independent, peer-reviewed forum for the dissemination of original outcomes research relating to the clinical, economic, and policy aspects of financing and delivering health-care. The *Journal's* mission is to publish research relevant to clinical decision makers (P&T Committee members) and policy makers as they work to promote the efficient delivery

of high-quality care. The *Journal* is indexed in all the top scientific databases including PubMed/MEDLINE. In addition to the regular monthly issues, the *Journal* also publishes theme issues, special issues, and supplements.

- **Average Issue Information:**
Average Number of Articles and Departments per Issue: 6
Average Article Length: 8 pages
Editorial Content Categories:
 Clinical, Managerial, Policy, Methods

Origin of Editorial:

Physician Authored: 100%

Solicited: ~10%

Peer Review:

All manuscripts undergo a triple-blind review (authors' anonymity to reviewers and editors, as well as reviewers' anonymity to authors) to determine appropriateness and relevance to our audience.

CIRCULATION

- **Demographic Selection Criteria:**
 AJMC is distributed to medical directors, pharmacy directors, members of the formulary committee, the C-suite, corporate benefits managers, UR and QA personnel, case and benefits managers across the settings listed in the grid below.
Prescribing: N/A

- **Circulation Distributions:**
Subscription Rates Effective 2008:
 Individual 1 year (12 issues) \$105
 Institution 1 year (12 issues) 184
 Student 1 year (12 issues) 58
 Canada 1 year (12 issues) 189
Circulation Verification: BPA

- **Coverage:** 48,059
- **Source of Circulation Breakout:**
 See publisher's sworn statement
- **Circulation Breakout:** See grid
Additions and Deletions:
Added: None
Deleted: None

TITLE	Total Qualified	Percent of Total	HMO/ PPO/ IHO	Pharmacy	Long-Term Care Facilities	Hospital	Group Medical Practice	VA/DoD/ GOVT/ CMS	PBM	Employer-Based Groups	Pharmaceutical Company	Other
Corporate Benefits Manager	879	1.8	15	1	4	13	1	5	6	777	2	55
C-Suite	1,908	4.0										
President/CEO	1,579	3.3	747	128	96	247	64	19	50	35	18	175
CFO	160	0.3	29	3	16	56	10	4	24	2	2	14
COO/Operations Director	169	0.4	34	10	21	63	9	0	3	3	6	20
Case Manager	562	1.2	93	18	31	335	15	5	0	6	1	58
Director of Quality Assurance	827	1.7	111	1	372	265	14	12	23	1	1	27
Formulary Managers	2,438	5.1										
Formulary Chair	1,378	2.9	16	2	17	1,271	13	10	10	5	1	33
Formulary Committee Members	930	1.9	6	5	11	734	2	154	10	2	0	6
Formulary Director	130	0.3	16	10	8	64	11	3	10	0	1	7
Managed Care Director	313	0.7	45	10	32	138	10	9	6	8	14	41
Medicare/Medicaid Director	61	0.1	23	2	4	19	4	0	1	0	0	8
Medical Director/Chief Medical Officer	13,402	27.9	472	17	1,257	3,720	6,923	245	6	19	10	733
Pharmacy	15,286	31.8										
Clinical Pharmacist	4,173	8.7	143	1,979	107	1,478	37	115	61	4	56	193
Pharmacy Consultant	777	1.6	27	356	69	155	7	25	11	7	27	93
Director of Pharmacy	1,538	3.2	49	427	83	853	15	32	5	2	13	59
Pharmacy Director	1,464	3.0	130	431	55	681	22	50	11	3	21	60
Pharmacy Manager	1,627	3.4	33	911	60	373	14	73	24	7	61	71
Pharmacy Services Director	4,060	8.4	6	51	103	3,860	3	19	0	1	8	9
Staff Pharmacist	1,647	3.4	52	480	126	805	19	39	3	6	77	40
Utilization Review	2,785	5.8	44	4	12	2,593	3	106	2	2	0	19
Others Allied to the Field	9,598	20.0										
Administrator	1,542	3.2	270	54	149	839	78	95	12	23	22	0
Department Director	743	1.5	100	14	74	427	42	15	8	51	12	0
Director of Nursing	272	0.6	18	2	71	160	12	7	0	2	0	0
Hospitalist	625	1.3	22	4	24	558	12	3	0	1	1	0
Marketing/Publications Manager	58	0.1	13	5	2	18	2	4	1	6	7	0
MIS Director	149	0.3	28	5	11	92	9	0	0	3	1	0
Outcomes Researcher	57	0.1	7	7	2	19	4	6	2	1	9	0
Physician	6,152	12.8	764	78	722	2,747	1,473	174	4	160	30	0
	48,059	100.0	3,313	5,015	3,539	22,583	8,828	1,229	293	1,137	401	1,721

GENERAL INFORMATION

- **Requirements for Advertising Acceptance:**
- **Ad Format and Placement Policy:**
Ads are rotated.
- **Services to Advertisers:**
- **Ad Index:** specific to each issue

Product News: not available
Editorial Reprints: customized cover
 Susan Carr
 666 Plainsboro Rd
 Plainsboro, NJ 08536

Phone: 609.716.7777 x178
 Fax: 609.716.4747
 E-mail: scarr@clinicalcomm.com

MECHANICAL SPECIFICATIONS

- **Hold Live Matter:** 1/4" from trim
- **Ad Sizes & Bleed Sizes:** See grid
- **Paper Stock:**
Inside Pages: 36 lb
Covers: 80 lb
- **Type of Binding:** Perfect bound
- **Materials Desired in Order of Preference:**
Preferred Digital File Format—PDF/X1a.
 All digital data must conform to SWOP specifications.
 Media: Macintosh-formatted CD-ROM, FTP, or e-mail.
- **Reproduction Requirements:**
 See section following
- **Materials Policy:** Reproduction material will be held 6 months from date of last insertion and then be destroyed.

Trim Size of Journal 7 7/8" x 10 3/4"	Non-Bleed Ad Sizes		Bleed Sizes	
	Width	Depth	Width	Depth
Two-Page Spread	14 3/4	10	16	11
Single Page	7	10	8 1/8	11
2/3 Page (vert.)	4	10	—	—
1/2 Page (vert.)	3 1/4	10	—	—
1/2 Page (horiz.)	7	4 7/8	—	—
1/3 Page (vert.)	2 1/8	10	—	—
1/3 Page (horiz.)	4 1/2	4 7/8	—	—
1/6 Page (vert.)	2 1/8	4 7/8	—	—

REPRODUCTION REQUIREMENTS

PDF files can be e-mailed to:

Advertising Manager
 tkanzler@mdng.com

E-mails must include name of advertiser, publication title, and month of insertion.

Files can be mailed with color proof. Please label disk with advertiser's name, publication title, and month of insertion to the following:

The American Journal of Managed Care
 666 Plainsboro Rd
 Plainsboro, NJ 08536
 Attn: Tom Kanzler

FTP site also available for posting ads. Please contact Advertising Manager for instructions.

Desktop File Format

Desktop applications (QuarkXPress and InDesign) must be saved as PostScript (Print to File) and converted to PDF via Acrobat Distiller using the PDF/X1a settings. Only 1 ad per file. All of the high-resolution images and fonts must be included when the PostScript file is saved. Use only Type 1 fonts—No True Type fonts or font substitutions are allowed. Do not apply style attributes to fonts. Images must be SWOP (CMYK or grayscale, no RGB colors and no spot colors accepted unless noted on insertion order), TIFF, or EPS format (no JPEG or JPEG

filter) between 200 and 400 dpi. Do not embed ICC Profiles within files. Total area density should not exceed SWOP standard 300% TAC. Do not nest EPS files within other EPS files. All required image trapping must be included in the file.

QuarkXPress 5.0/InDesign CS2 or Higher

When supplying QuarkXPress/InDesign files:

- Include all postscript fonts used in the document.
- Include all screen and printer fonts used. Each font family must be in its own suitcase.
- Include all image files. They must be TIFF or EPS.
- Include all nonstandard extensions if required.

Adobe Photoshop

- Resolution must be at least 225 dpi, but preferably 300 dpi. Do not enlarge or reduce your images in QuarkXPress or InDesign more than 25% as this affects resolution.
- Save your file as a TIFF or EPS.
- For grayscale images, the shadow density should be no darker than 90% and highlights should be no lighter than 3%. When saving your Photoshop files, do not use JPG encoding — files should be saved as Binary Encoded.
- Clipping path files need to be saved as EPS.

Adobe Illustrator

- Illustrator files must have an 8-bit TIFF preview, with a document output resolution of at least 1200 dpi.

- Avoid using colors from the custom color list unless you intend to print Pantone (PMS) color at an additional cost.
- Convert any text in the file to "Outlines."
- Do not embed any artwork into Illustrator.

Trapping

All text placed over dark backgrounds must be set to "Knockout." Advertisers are responsible for setting all trapping values in their files.

Charges

Advertisers will be charged for any work required to update advertiser-provided files to meet our requirements. Any corrections are billed back to advertiser at publisher's cost.

Ad Material Policy

Ad materials submitted by the material due date will be inspected for adherence to publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the material due date, the publisher will take reasonable measures to contact the advertiser to promptly supply new materials, or the advertiser will be given the option to have the publisher correct the materials at the expense of the advertiser, or run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad. ■