



The American Journal of Managed Care

Issue Dates: **JAN** **FEB** **MAR** **APR** **MAY** **JUN** **JUL** **AUG** **SEP** **OCT** **NOV** **DEC**

Frequency: 12 issues

Circulation: 48,410

Black & White Earned Rate(s)

	1x	6x	12x	24x	48x	72x	96x	120x	144x	216x	240x	288x
Full Page	\$8,522	\$8,354	\$8,193	\$8,095	\$7,868	\$7,722	\$7,581	\$7,354	\$7,208	\$7,068	\$6,896	\$6,749
1/2 Page	\$5,283	\$5,181	\$5,083	\$5,018	\$4,878	\$4,785	\$4,698	\$4,559	\$4,472	\$4,381	\$4,278	\$4,186
1/3 Page	\$2,985	\$2,925	\$2,866	\$2,834	\$2,752	\$2,704	\$2,655	\$2,574	\$2,526	N/A	N/A	N/A
Strip Ad	\$8,522	\$8,354	\$8,193	\$8,095	\$7,868	\$7,722	\$7,582	\$7,354	\$7,208	\$7,069	\$6,895	\$6,749

Inserts

	1x	6x	12x	24x	48x	72x	96x	120x	144x	216x	240x	288x
2 Page Island	\$17,315	\$16,980	\$16,655	\$16,460	\$16,006	\$15,715	\$15,434	\$14,979	\$14,687	\$14,406	\$14,060	\$13,768
4 Page Island	\$40,200	\$33,689	\$33,040	\$32,651	\$31,743	\$31,159	\$30,596	\$29,688	\$29,104	\$27,849	\$27,558	\$27,265
6 Page Island	N/A	\$50,398	\$49,425	\$48,841	\$47,478	\$46,602	\$45,573	\$44,396	\$42,676	\$41,643	\$41,203	\$40,762
8 Page Island	N/A	\$69,030	\$67,690	\$66,894	\$65,020	\$63,813	\$62,661	\$60,793	\$58,434	\$57,016	\$55,433	\$54,259

Color Charges

4 Color	1 Page	\$2,750
2 Color Standard	1 Page	\$1,125
2 Color Matched	1 Page	\$1,390
Metallic	1 Page	Consult Publisher
5 Color	1 Page	\$3,790

Premium Position Rates (Full Run Only)

2ND COVER	35%
4TH COVER	50%
OPP 2ND TOC	15%
OPP TOC	25%

**THE AMERICAN JOURNAL OF
MANAGED CARE**

Office Center at Princeton Meadows,
Bldg. 300
Plainsboro, NJ 08536
ph: 609.716.7777
fx: 609.716.4747

MECHANICAL REQUIREMENTS

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



Inserts

Availability:

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

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 nonbleed copy at least 3/8" from trim
- Inserts will be trimmed 1/8" from head, face, foot, and spine
- Book is jogged to foot

Ship inserts to:

Publishers Press
Attn: Stephanie Barnes
13487 South Preston Highway
Lebanon Junction, Kentucky 40150

Mark cartons:

The American Journal of Managed Care
and indicate month of insertion.

Digital Files:

AJMC accepts digital files in the following MAC OS X formats:

- Press-Ready PDF's (Acrobat 6.0 preferred)
- EPS or TIFF (Photoshop or Illustrator CS)

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.

Ship Digital Files and Insert Samples To:

Attention: Tom Kanzler
Intellisphere, LLC
666 Plainsboro Road, Suite 300
Plainsboro, NJ 08536

The CD-ROM must be accompanied by two sets of matchprints or similar high-quality color proofs.

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.

Disposition:

Materials not called for within 12 months of insertion will be destroyed. Inserts will be held for six months.

Agency Commission

- 15% of gross billings on space, color, cover, and preferred position charges
Withdrawn on accounts not paid within 30 days of invoice
- Mechanical charges are noncommissionable

Split Runs

- Less than 50% of circulation — 50% of the earned black & white rate (plus color if applicable)
- More than 50% — proportionate ratio of earned black & white rate (plus color if applicable)
- In addition, a noncommissionable mechanical charge will be applied to all split runs: add \$1,250 for R.O.B. pages; add \$800 for inserts

Supplied BRC

BRCs may be scheduled in our journals. The cost of a supplied BRC is equal to 1-page black & white (A-Size) at your earned rate. BRC must appear with related product advertisement.

Contact Information

**VICE-PRESIDENT,
MANAGED CARE AND
PHARMACY MARKETS**
JC Landry
609.716.7777, ext. 173
609.716.4747 Fax
jlandry@ajmc.com

PRODUCTION
Tom Kanzler
609.716.7777, ext. 141
tkanzler@mdng.com

CIRCULATION
John Burke
609.716.7777, ext. 185
jburke@mdng.com