

2014 Media Planning Guide

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Pharmacist®

THE JOURNAL FOR PHARMACISTS' EDUCATION

Mission / Vision Statement

U.S. PHARMACIST is committed to providing pharmacists with the highest quality clinical information. Our journal and programs, in both print and electronic formats, will continue to deliver “need to know” information, relevant to the clinical aspects of today’s pharmacy practice, with the goal of improving patient care.

Harold E. Cohen, RPh
Senior Vice President
Publisher, U.S. PHARMACIST



Origin of Editorial

Of the articles published in U.S. PHARMACIST, 90% are solicited and 10% are unsolicited. All manuscripts submitted are blind peer reviewed by pharmacists with expertise in the subject of the article.

Editorial Advisory Board

The Editorial Advisory Board consists of pharmacists in a variety of practice settings, including community, consultant, and health-system pharmacy, as well as pharmacy leaders in academia, industry, and national associations. The Board contributes knowledge of cutting-edge advances to the profession via U.S. PHARMACIST.

U.S. PHARMACIST Provides Pertinent Editorial to Pharmacy Practitioners

- Accredited Continuing Education
- Consult Your Pharmacist
- Pharmacy Law
- Product News
- Patient Teaching Aids
- Generic Trends
- What's News
- FDA Fast Facts
- Clinical News Digest
- TrendWatch
- TechRx
- Contemporary Compounding
- Senior Care
- Diagnostic Spotlight

The Health Systems Edition also periodically contains an In-Service Primer, as well as Cancer News and AIDS News.

Average Ad/Editorial Ratio

National Edition	45% / 55%
Health Systems Edition	45% / 55%
Oncology/Hematology Supplement	40% / 60%
Pharmacy & Technology Supplement	40% / 60%
Diabetes Supplement	40% / 60%
Generic Drug Review Supplement	40% / 60%

2014 Editorial Calendar

Month	Editorial Focus	Month	Editorial Focus
January	Neurologic Diseases	July	Respiratory Diseases
February	Cardiovascular Diseases	August	Urology / Nephrology
March	Pain Management	September	Women's Health
April	Infectious Diseases	October	New Drugs
May	Pediatric & Adolescent Health	November	Mental Health
June	Podiatric Diseases	December	Gastroenterologic Diseases

Oncology/Hematology Supplement

January March May July September November

Generic Supplement

June

Pharmacy & Technology

August

Diabetes Supplement

October

2014 Bonus Distribution

<u>Issue</u>			
January	GPhA Annual Meeting	Orlando	February 19-21
March	APhA Annual Meeting	Orlando	March 28-31
April	NACDS Annual Meeting	Scottsdale	April 26-29
August	NACDS Total Store Expo	Boston	August 23-26
September	NCPA Annual Convention	Austin	October 18-22
November	ASHP Mid-Year Meeting	Anaheim	December 7-11



National Edition

The National Edition of U.S. PHARMACIST is mailed monthly to pharmacists in all practice settings: retail (independent and chain), hospital, HMO, clinical, and consultant pharmacists. The 156,000 circulation also includes health care buyers at chain headquarters and drug wholesalers.



Health Systems Edition

U.S. PHARMACIST Health Systems Edition is mailed monthly to approximately 36,000 practicing pharmacists comprising hospital directors, staff and clinical pharmacists, HMO chief pharmacists, and consultant pharmacists. This peer-reviewed publication provides pharmacists with features and departments that address the pharmacy needs for acute patient care, long-term patient care, and outpatient pharmacy care.

Special Supplements

Generic Drug Review—June†

Polybagged and mailed to 146,000 practicing pharmacists.

Published in June, the Generic Drug Review Supplement provides editorial opportunities that allow your company to spotlight:

- Reputation and history
- Management team and philosophy
- Capabilities and current directions



Specialty Pharmacy, Oncology & Hematology—January, March, May, July, September, November*

The Journal of Specialty Pharmacy, Oncology & Hematology Supplement is mailed 6 times a year – January, March, May, July, September, November –

to 32,000 hospital, consultant, clinical, and HMO pharmacists. This is a peer-reviewed clinical publication that addresses pharmacy care for oncology and hematology patients.

Continuing education sponsorships are available for this specialized publication.



Pharmacy & Technology—August†

Polybagged and mailed to 146,000 practicing pharmacists.

U.S. PHARMACIST's Pharmacy & Technology Supplement explores the latest trends in this fast-growing area in which stakeholders seek to deliver better health care to patients while wrestling with regulatory issues, return on investment, and challenging privacy/security concerns. Potential editorial coverage areas include:

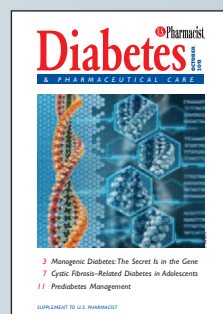
- Mobile technologies for home telehealth, including iPhone and iPad applications, and other Web-based innovations
- Medication Therapy Management (MTM) technologies and opportunities for enhanced pharmacist involvement
- Standards for communicating medical information related to patients' electronic health records, including HL7
- The role of technology in curbing prescription drug abuse, including risk evaluation and mitigation strategies (REMS)



Diabetes—October‡

Polybagged and mailed to 146,000 practicing pharmacists.

According to the American Diabetes Association, there are approximately 20.8 million people in the U.S., or about 7% of the population, who have diabetes. Nearly one-third of that population is still undiagnosed. Advances in the treatment of diabetes are constantly being discovered, which requires pharmacists to be updated in its treatment. This special supplement to U.S. PHARMACIST provides pharmacists with the necessary information to stay current on diabetes and its treatment.



* Health Systems rates apply.

† Consult your sales representative.

‡ National rates apply.



National Edition

2014 Run of Book Rates*

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1 Time	11,240	8,240	6,250	4,265	3,315	2,215
3 Time	10,955	8,045	6,085	4,155	3,270	2,165
6 Time	10,675	7,835	5,935	4,055	3,230	2,105
12 Time	10,115	7,420	5,595	3,865	3,185	2,040
24 Time	9,150	6,710	5,115	3,535	2,720	1,885
36 Time	8,980	6,580	4,980	3,390	2,655	1,845
48 Time	8,875	6,515	4,900	3,360	2,630	1,820
60 Time	8,825	6,480	4,870	3,330	2,590	1,795
72 Time	8,515	6,300	4,765	3,245	2,520	1,755
84 Time	8,365	6,165	4,710	3,220	2,480	1,745
96 Time	8,285	6,145	4,625	3,185	2,440	1,730

Color

4 Color	\$3,400
2 Color Standard	\$1,340
2 Color Matched	\$1,585
4 Color + Metallic	\$4,630
5 Color	\$4,215
6 Color	\$4,405

*Demographic and Geographic Split Runs are available. Please contact your advertising representative.

The peer-reviewed articles focus on providing practical information for managing patients' drug therapies, initiating preventive care, and improving treatment outcomes. Features and departments address Rx and OTC products, alternative and complementary therapies, and home care products such as test kits and monitors.

Continuing Education is featured in every issue.

National Edition

2014 Insert Rates (Furnished Insert Rates Only)

Frequency	2 Page	4 Page	6 Page	8 Page
1 Time	21,685	44,210	n/a	n/a
3 Time	21,400	42,980	n/a	n/a
6 Time	20,490	41,510	50,030	65,375
12 Time	19,105	37,365	45,840	59,915
24 Time	17,350	34,525	41,655	53,605
36 Time	16,880	33,455	40,530	52,275
48 Time	16,485	32,530	39,580	51,710
60 Time	16,275	32,070	37,955	49,935
72 Time	15,780	30,900	37,190	48,735
84 Time	15,555	30,215	36,420	47,990
96 Time	15,395	29,145	35,800	47,235

Health Systems Edition • Oncology/Hematology



Health Systems Edition • Oncology/Hematology 2014 Run of Book Rates

Frequency	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1 Time	3,715	2,735	2,260	1,515	1,260	975
3 Time	3,620	2,655	2,205	1,470	1,235	955
6 Time	3,515	2,630	2,140	1,440	1,195	940
12 Time	3,360	2,485	2,040	1,425	1,150	815
24 Time	3,160	2,320	2,010	1,335	1,060	780
36 Time	2,895	2,175	1,820	1,235	995	715
48 Time	2,840	2,125	1,755	1,205	945	675
60 Time	2,795	2,070	1,670	1,195	915	635
72 Time	2,745	2,055	1,640	1,180	910	630
84 Time	2,735	2,040	1,615	1,175	900	625
96 Time	2,720	2,020	1,590	1,170	885	610

Health Systems Edition • Oncology/Hematology 2014 Insert Rates (Furnished Insert Rates Only)

Frequency	2 Page	4 Page	6 Page	8 Page
1 Time	7,455	14,855	n/a	n/a
3 Time	7,230	14,235	n/a	n/a
6 Time	7,020	13,635	17,150	21,770
12 Time	6,710	13,100	16,170	20,520
24 Time	6,305	12,425	15,275	19,400
36 Time	5,785	11,450	14,035	17,810
48 Time	5,675	11,190	13,710	17,410
60 Time	5,595	10,960	13,405	20,095
72 Time	5,490	10,760	13,195	16,760
84 Time	5,465	10,635	13,015	16,525
96 Time	5,440	10,535	12,895	16,355

Color

4 Color	\$2,550
2 Color Standard	\$ 995
2 Color Matched	\$1,130
4 Color + Metallic	\$3,770
5 Color	\$2,980
6 Color	\$3,145

Circulation Information

100% direct request circulation.

100% direct request from individual pharmacists and 0% from recipient's company.

80% of the list is qualified within one year.

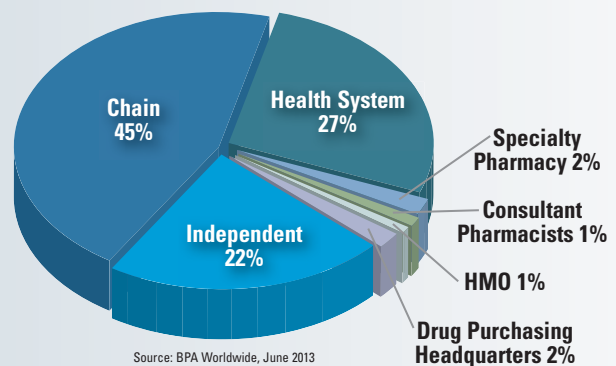
20% is qualified within two years.

100% of the copies are mailed by name and title and/or function.

Mailed to pharmacists in 50 states in the following practice settings:

- Independent retail and chain store pharmacies operating prescription departments
- Health systems pharmacies
- Nursing home pharmacies
- Department stores and discount stores operating prescription pharmacies
- Supermarkets operating prescription pharmacies
- Drug purchasing headquarters, including discount stores and supermarkets
- Drug wholesalers, colleges, associations, government, pharmacy students, HMOs, manufacturers, and others allied to the field

**U.S. Pharmacist
Business/Occupational Breakout
of Circulation June 2013**



2014 circulation is approximately 156,000

See our latest BPA Statement for exact circulation information.

Outstanding Readership in the Pharmacy Market

Projected Average Issue Readers

2013 Kantar Study (Focus Model)

- 1st Total Pharmacy
- 1st Total Retail
- 1st Total Chain
- 1st Total Health Systems

Projected Average Page Exposures

2013 Kantar Study (Focus Model)

- 1st Total Pharmacy
- 1st Total Retail
- 1st Total Chain
- 1st Total Health Systems (tie)

Total Readers 2013 Kantar Study (Media-Chek Model)

- 1st Total Pharmacy
- 1st Total Retail
- 1st Total Chain
- 1st Total Health Systems

High Readers

2013 Kantar Study (Media-Chek Model)

- 1st Total Pharmacy
- 1st Total Retail
- 1st Total Chain
- 1st Total Health Systems

Ad Page Exposure

2013 Kantar Study (Media-Chek Model)

- 1st Total Pharmacy
- 1st Total Retail
- 1st Total Chain
- 1st Total Health Systems

2014 Discount Programs, Corporate Discount Programs

Same-Product Discount*

Two or more ads for the same product in the same month in any two or more U.S. PHARMACIST editions earns 25% off each ad.

Identical Ad Discount*

Two or more identical ads placed in the same month in the same edition earns 50% off the second and subsequent identical ads.

Special Discounts*

Nonprofit institutions, government agencies, pharmacy societies, and publishers are eligible for a 25% discount off the earned gross rate.

Corporate Discount Program*

This program is based on 2013 activity in the U.S. PHARMACIST National and Health Systems editions and supplements.

Advertisers who accrued a:

12 times frequency in 2013 can deduct 2% from their 2014 earned rate.

24 times frequency in 2013 can deduct 3% from their 2014 earned rate.

36 times frequency in 2013 can deduct 4% from their 2014 earned rate.

48 times frequency in 2013 can deduct 5% from their 2014 earned rate.

60 times frequency in 2013 can deduct 8% from their 2014 earned rate.

72 times and higher frequency in 2013 can deduct 10% from their 2014 earned rate.



* Only one discount is applicable to any one insertion (no combined discounts).

New Product Introduction Program*

Provides multiple exposures in U.S. PHARMACIST National or Health Systems Edition:

- Front cover
- Table of contents page
- New product ad index

Provide us with your new product press release for a write-up in our Product News section.

PLUS Free Ad

Advertise in three consecutive months in the National or Health Systems Edition and the fourth month is free (the free ad cannot be larger than the prior ads). Alternatively, with a firm commitment of four consecutive new product ads, you can deduct 25% off each of the first four consecutive ads.

Established Product Program*

Advertise a single product in eight consecutive months and receive the ninth month insertion free (the free ad unit cannot be larger than the prior ad).

Prescribing Information (PI) Page Discount

Run 3 or more prescribing information pages with your ad and get a 50% discount off black & white rate per page starting with page 3 of the PI.

U.S. Pharmacist® e-opportunities

U.S. PHARMACIST e-CONNECT FLASH

Highly Targeted Communications: The U.S. PHARMACIST e-CONNECT FLASH offers advertisers a highly effective way to custom deliver their message to an audience of more than 220,000 qualified requesters.

e-CONNECT FLASH features calls to action, such as “Click here,” to prompt pharmacists to visit sponsors’ Web sites—further increasing message exposure. In addition, sponsors benefit from their association with the trust and recognition inherent in the U.S. PHARMACIST brand.

24-Hour Turnaround • Great Open Rates • Metrics Available

Cost: Please consult your sales representative.

e-CONNECT FLASH specs: HTML files preferred. We also accept PDF files.

CLICK HERE for e-Connect Flash Program Guidelines:
http://www.uspharmacist.com/eblast_program_guidelines/



U.S. PHARMACIST Case Study Challenge

U.S. PHARMACIST’s Case Study Challenge asks pharmacists to analyze interesting case studies and offer solutions. The e-newsletter version—e-mailed to the entire U.S. PHARMACIST list each month—previews the current case study and directs viewers to the Web-based Case Study Challenge blog where they can submit their own answers. Offering an additional advertising opportunity, the blog features related articles and interactive surveys and quizzes. A follow-up e-mail with the author’s own solution then alerts pharmacists that selected readers’ solutions are viewable on the blog. The Case Study Challenge offers a unique forum for pharmacists to both lend their expertise and learn from colleagues! Consult your sales representative for pricing.

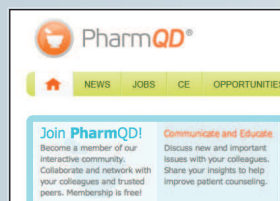


U.S. PHARMACIST Weekly News Update

Readers can stay abreast of important developments affecting pharmacists with U.S. PHARMACIST’s Weekly News Update, a key source for keeping current in an ever-changing environment that is e-mailed to the entire U.S. PHARMACIST list. The update features in-depth, authoritative analysis of clinical and regulatory news as well as links to background articles that enable readers to quickly gain insight into key trends from the industry’s number-one read journal. Consult your sales representative for pricing.



PharmQD® A Social Network for Pharmacy Professionals



The mission of PharmQD (www.pharmQD.com) is to create an online pharmacy community where members can network socially and professionally to achieve their individual goals and promote advances in the pharmacy setting.

To accomplish our mission, PharmQD offers members current listings of professional opportunities and continuing education (CE) programs. Pharmacy news, commentary, blogs, and comment postings help members stay up to date on professional and social issues.

U.S. Pharmacist® e-opportunities

U.S. PHARMACIST Web Site www.uspharmacist.com

U.S. PHARMACIST's Web site provides pharmacists with the tools to easily find must-have feature articles and departments in the current and past issues. Site visitors will find that taking continuing education with online grading is a convenient, user-friendly experience, plus the highly robust search engine locates the information they need by issue, topic, or keyword.

The U.S. PHARMACIST Web site features links to current and past issues, supplements, and archived e-newsletters e-mailed monthly to the entire U.S. PHARMACIST list, as well as the indispensable Patient Teaching Aids. There are also links to pharmacy associations, colleges, government agencies, a monthly poll, and health-related organizations. If that wasn't enough, visitors can also click their way to a new job through the site's Classifieds/Career Center!

Digital Editions of each issue and supplement are now available on the U.S. PHARMACIST Web site.



U.S. PHARMACIST e-CONNECT Newsletter



- Monthly electronic newsletter to pharmacists providing need-to-know information.
 - Information is unique in content and format to that of the journal.
 - Advanced design and easy-to-read format.
 - Largest validated professional pharmacy e-mail circulation in the industry.
 - **Over 220,000 qualified requesters have given "Affirmative Consent"*** to receive.
- * AFFIRMATIVE CONSENT: The Senate Commerce Committee Report for the CAN-SPAM Act indicates that "affirmative consent" requires some active choice or selection by the recipient. Remaining passive, such as not unchecking a prechecked box or other default Web form, is not sufficient. Source: Commerce Committee Report, CAN-SPAM Act of 2003.

e-CONNECT Newsletter Specs: All files must be GIF or JPEG.

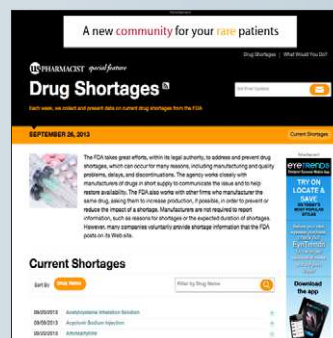
Center Column—Standard Horizontal Banner: 468 pixels wide x 60 pixels high

Side Columns—Standard Vertical Banner: 120 pixels x 600 pixels

Also accommodate small banners on sides: 120 pixels x 240 pixels or 120 pixels x 90 pixels

Drug Shortages Site

U.S. PHARMACIST's new Drug Shortages site tracks pharmaceutical supply interruptions arising from such issues as manufacturing and quality problems, delays, and discontinuations. Updated daily through an RSS feed directly from the FDA, the Drug Shortages site provides critical data including drug suppliers, dosages, NDC numbers, expected availability timetable, and the reason(s) for the shortage. This valuable new feature is accessible via a rotating banner on the U.S. PHARMACIST homepage.



Web Site and e-CONNECT Newsletter Rates

For more information, contact: e-Healthcare Solutions, Inc., 810 Bear Tavern Road, Suite 102,
Ewing, NJ 08628 Tel: 609-882-8887 Fax: 425-671-7796

www.e-healthcaresolutions.com/main.php?pid=uspharma-request

Additional Advertising Information

Please Fax Insertion Orders To: 201-623-0991

U.S. PHARMACIST is perfect bound.
Ads are interspersed and are subject to front/back rotation.

COVER RATES – NATIONAL EDITION

4th cover: Earned black & white rate plus 25%.
Cover 2 spread: Earned black & white rate plus 15% for the cover.

NATIONAL DEMOGRAPHIC/ GEOGRAPHIC AD RATES

Advertisements and inserts are accepted.
Geographic regions are selected by zip code only.
Minimum 30% of the national circulation.
Amounts under 30% will be billed at the 30% rate.

SPLIT RUNS

Run of Book

Percent of circulation multiplied by the earned black & white rate, plus color charges.
Add \$1,000 for stop press, selection, and handling charges (commissionable).

Furnished Inserts

Percent of circulation multiplied by the earned black & white rate multiplied by the number of insert pages.
Add \$1,000 for binding, selection, and handling charges (commissionable).

EARNED RATES

Earned rates are based on the number of insertions in a 12-month calendar or fiscal period.
Advertising from U.S. PHARMACIST and our supplements – Oncology/Hematology, Generics, Diabetes, and Pharmacy & Technology – are combined to determine earned frequency.
Spread ads count as two insertions. Single-page and fractional-page ads count as one insertion.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

Insertion orders are required for placement of ad space. The insertion order must include the name of the advertiser and product, indication of National, Health Systems, and supplements, issue date, size of ad unit, and color requirements. All ads and inserts should indicate positioning and “A” side, “B” side.

All orders are accepted subject to the terms and conditions in this media planning guide and will be executed to the best of U.S. PHARMACIST’s ability.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the publisher’s policies noted within this media planning guide shall be binding on U.S. PHARMACIST.

Insertion orders are binding after closing date on parties placing the order; no cancellations are permitted after closing dates. U.S. PHARMACIST disclaims all responsibility for copy changes made after closing dates without written agreement from U.S. PHARMACIST.

U.S. PHARMACIST reserves the unrestricted right to reject any advertising at any time after receipt of proofs of texts and illustrations. Advertorials that resemble U.S. PHARMACIST editorial pages are prohibited.

Inadvertent failure by U.S. PHARMACIST to publish an advertisement invalidates the insertion order for such an ad but will not affect any earned frequency discount.

Advertising pages are interspersed throughout the issue.

CLASSIFIED ADVERTISING

Information on advertising rates, closing dates, and production requirements can be obtained by contacting:
Stevena Joseph
KERH Group LLC
PO Box 207
Parker Ford, PA 19457
Toll Free: 888-498-1490
E-mail: sj@kerhgroup.com

AGENCY COMMISSION

15% of gross on space, color, and premium rates. Commissions are calculated after earned discounts are deducted.

Closing Dates 2014

The following closing dates are for the U.S. PHARMACIST National and Health Systems Editions and Oncology/Hematology Supplement. If you need an extension beyond the dates shown, please contact the U.S. PHARMACIST Production Manager at 201-623-0942.

ISSUE	SPACE RESERVATION	MATERIAL DUE DATE
January	December 10	December 17
February	January 7	January 14
March	February 6	February 13
April	March 6	March 13
May	April 10	April 17
June	May 8	May 15
July	June 10	June 17
August	July 10	July 17
September	August 7	August 14
October	September 11	September 18
November	October 9	October 16
December	November 6	November 13

Subscription Information

One-year subscription rate:

U.S.A. rate	\$63.00
Faculty and Pharmacy student rate	\$42.00
Canada/Mexico rate	\$87.00
Air mail to all other countries	\$170.00
Single-issue rate	\$6.00

Reprint Information

Reprints of any articles that appear in *U.S. Pharmacist* can be ordered by contacting Wright's Media at 877-652-5295 or jobson@wrightsmedia.com.

List Rental

Jennifer Felling
 Statistics
 69 Kenosia Avenue
 Danbury, CT 06810

E-mail: j.felling@statistics.com
 Tel: 203-778-8700
 Fax: 203-778-4839



Run of Book Ad Specifications

Dimensions:	AD UNIT	NON-BLEED	BLEED*	TRIM
	Spread	14 1/2" x 10"	15 3/4" x 11"	15 1/2" x 10 3/4"
	Full Pg	7" x 10"	8" x 11"	7 3/4" x 10 3/4"
	2/3 Pg Ver	—	—	4 5/8" x 10"
	1/2 Pg Ver	—	—	3 1/2" x 10"
	1/2 Pg Hor	—	—	7" x 5"
	1/3 Pg	—	—	2 1/4" x 10"
	1/4 Pg	—	—	3 1/2" x 5"
	1/6 Pg	—	—	2 1/4" x 4 7/8"

* Bleed off trim is 1/8"

Preferred

File Format: PDF/X1-a; High-resolution PDF with embedded fonts and images.

Accepted File Format: Packaged InDesign CS4 (or earlier) files. Please provide all ancillary files including fonts, original InDesign and TIFF or EPS graphics (see details below). A digital color proof (Kodak Approval preferred) is required. **PLEASE PREFLIGHT YOUR FILES.** Any files found to have problems with fonts, colors, or graphics will be returned for adjustment. Additional MAC work will be charged back to the agency or client.

Fonts:

- Use only Postscript Type 1 fonts
- Supply suitcases, screen fonts, and printer fonts as well as fonts embedded in graphics
- Menu styled, Multiple Master, and True Type fonts are NOT accepted

Graphics:

- Use only EPS and TIFF file formats
- No JPEG or LZW compression
- 300 dpi for color and gray scale images
- Do not nest EPS files within EPS flatten layers. Delete extra channels in Photoshop.
- Resize and rotate images in their original application.
- 800-1,200 dpi for line-work
- Images must be CMYK, not RGB
- Place artwork at 100%

Colors: Convert all files to CMYK process unless a PMS color has been reserved and documented on the Ad Order.

Proofs: We require 1 digital proof (Kodak Approval preferred) from the digital file being delivered.

Line Screen Density:

- 4-COLOR: 133 Line Screen. Total density may not exceed 300%
- BLACK/WHITE, 2-COLOR: 120 Line Screen
- Total density for 2-color may not exceed 170% and 1 color may be solid
- Black/White cannot exceed 85%

Media Type: CD-ROM (MAC formatted)

Shipping Instructions: Disks, Proofs, and Insertion Orders go to:

Jobson Medical Information LLC
 c/o U.S. PHARMACIST – Production Department
 160 Chubb Avenue, Suite 304, Lyndhurst, NJ 07071
 Production Manager: Edward Bartlett, 201-623-0942

FTP Instructions: All files must be sent STUFFED. Send e-mail to ebartlett@jhihealth.com indicating Advertiser, Ad Unit, Month, and Publication. Color proofs, as indicated above, must be supplied.

Host: [ftp.production.jobson.com](ftp://ftp.production.jobson.com)

User: **jobsonclient** Password: **ftp!prod1** Directory: **In/USP_Ads**

Furnished Insert Specifications

Available:

2- to 12-page inserts.
Larger units, gatefolds, and die-cuts are also acceptable upon publisher's approval.

Acceptance:

A paper and content sample MUST be submitted for publisher's approval.

Charges:

Contact your sales person for related charges.

Insert Size:

8" x 11" (Please deliver all inserts untrimmed.)
Inserts more than 2 pages must be supplied folded, carton packaging preferred.

Trimming:

1/8" off head, foot, and face & grind off.

Insert Stock:

70# minimum, 80# maximum.
Heavier stock may be accepted upon publisher's review.

Type of Binding:

Bound to publication, allow for 1/8" gutter grind off.

Copy Clearance:

All inserts subject to publisher's approval.

Insert Deadline:

Due to printer the 15th of month prior to issue date.

Insert Quantities:

- Full Run – 155,000
- Health Systems ONLY – 35,000
- Retail ONLY – 120,000

Please contact your sales representative on regional splits.

Insert Shipping:

Fry Communications
Attn: Nick Evans
15 Pleasant View Drive
Mechanicsburg, PA 17050
800-334-1429, ext. 3835

All insert materials will be retained for 12 months from the date of the last insertion and then destroyed.

Please Fax Insertion Orders To: 201-623-0991

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