

Today's Hospitalist

MAGAZINE

2010 Recruitment Advertising Rate Card

General Information

Publisher: Roman Press Inc.

Established: 2003

Frequency: 13 times a year (monthly with one special issue—The Today's Hospitalist Guide to Compensation & Careers—in mid-October).

Publication dates: Issues mail the last week of the month before issue date. (The July issue, for example, mails June 26.)

Circulation

22,559 (as of January 2010): 17,673 adult hospitalists, 2,029 pediatric hospitalists, 909 third-year IM residents interested in pursuing a career in hospital medicine

Bonus Distribution

April issue: Society of Hospital Medicine

Insertion orders

Orders and ad material must be submitted by 5 PM on the specified date. Cancellations/changes must be received via email by 12 PM on closing date.

ADVERTISING DEADLINES

Issue	Closing Date
January.....	12/14/09
February.....	1/15/10
March.....	2/15/10
April.....	3/15/10
May.....	4/15/10
June.....	5/14/10
July.....	6/15/10
August.....	7/15/10
September.....	8/13/09
October.....	9/15/10
2010 Guide.....	9/15/10
November.....	10/15/10
December.....	11/15/10

	1"	1.5"	2"	3"	4"	1/4 PG	1/2 PG	FULL PG
1x rate	\$237	\$352	\$473	\$711	\$951	\$1,081	\$1,618	\$2,427
3x rate	\$232	\$342	\$457	\$694	\$924	\$1,056	\$1,576	\$2,364
6x rate	\$225	\$330	\$447	\$677	\$904	\$1,024	\$1,534	\$2,306
12x rate	\$210	\$315	\$436	\$641	\$856	\$972	\$1,456	\$2,185

Ad Sizes

- Full page: 8 3/8" x 11 1/8" with bleed [trim size is 8 1/8" x 10 7/8"]
- Half page: Horizontal 7 1/4" x 4 7/8"; Vertical 3 7/16" x 10"
- Quarter: Vertical only: 3 7/16" x 4 7/8"
- 4-inch & smaller: 3 7/16" wide x ad size (1 to 4 inches)

Color Charges

One-color (Cyan/Magenta/Yellow): \$175

Full and matched color: \$350

Complimentary Design

E-mail ad copy and your logo and we'll design your ad for no charge.

Advertising Information

Rates: Rates are gross

Frequency: Must be committed at initial order.

Submitting ads: If you are sending print-ready ads, e-mail them in a PDF format to krubia@todayshospitalist.com. Fonts must be embedded in PDF file.

Increase Your Exposure

Place your recruitment ad on our Web site, e-mail blasts and more. Details are available on request.



ONLINE ADVERTISING*

Online ad rate: \$65

Premium position: \$325

Premium package: \$575 for a featured Web ad + full-color on your print ad.

Duration: Five weeks. Web ads are posted a week before the issue publishing date and run through the following month.

Pageviews/impressions: Approximately 40,000 per month

*Web ads are only available with purchase of print ad.

To place a recruitment ad, contact **Kristin Rubia** at krubia@todayshospitalist.com or call phone 866.695.3870, ext. 15