

# Today's Hospitalist

MAGAZINE

## 2011 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 27.)

### Circulation

**Total circulation:** 27,521

**Physician circulation:** 25,157

[21,781 adult hospitalists, 2,310 pediatric hospitalists, 1,066 third-year IM residents interested in pursuing a career in hospital medicine]

**Bonus Distribution:** May issue

Society of Hospital Medicine Annual Meeting

### 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.....	12/15/10
February.....	1/14/11
March.....	2/15/11
April.....	3/15/11
May.....	4/15/11
June.....	5/16/11
July.....	6/15/11
August.....	7/15/11
September.....	8/15/11
October.....	9/15/11
2010 Guide.....	9/15/11
November.....	10/14/11
December.....	11/15/11

	1"	1.5"	2"	3"	4"	1/4 PG	1/2 PG	FULL PG
<b>1x rate</b>	\$242	\$359	\$482	\$725	\$970	\$1,103	\$1,650	\$2,475
<b>3x rate</b>	\$237	\$349	\$466	\$708	\$942	\$1,077	\$1,608	\$2,411
<b>6x rate</b>	\$230	\$337	\$456	\$691	\$922	\$1,044	\$1,565	\$2,352
<b>8x rate</b>	\$222	\$330	\$450	\$672	\$897	\$1,017	\$1,525	\$2,290
<b>12x rate</b>	\$214	\$321	\$445	\$654	\$873	\$991	\$1,485	\$2,228

### Ad Sizes

- Full page: 8 1/4" 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; each rate is per insertion.

**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](mailto:krubia@todayshospitalist.com). Fonts must be embedded in PDF file.

### Increase Your Exposure

Place your recruitment ad on our Web site, in our e-mail blasts and more.



### ONLINE ADVERTISING\*

**Online ad rate:** \$68

**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](mailto:krubia@todayshospitalist.com) or call 866.695.3870, ext. 15