

2018 product advertising rate sheet

■ BPA-audited circulation

Total Circulation: 36,409 (July 2017 BPA statement)

Requestor Circulation: 20,374 (July 2017 BPA statement)

Bonus Distribution: March: SHM meeting; April: ACP meeting; May: third-year hospital medicine residents.

Publisher: Roman Press Inc. Established 2003.

Frequency: 12 times a year.

Publication Dates: Issues mail the first of the month.

■ Print rates

Black & White	1X	3X	6X	12X	24X	36X	48X
Full page	\$3,745	\$3,635	\$3,525	\$3,420	\$3,245	\$3,095	\$2,930
½ page	\$2,805	\$2,730	\$2,635	\$2,570	\$2,435	\$2,315	\$2,205
¼ page	\$1,695	\$1,635	\$1,585	\$1,545	\$1,455	\$1,390	\$1,330

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"

Half page: Vertical 3 7/16" x 10"

Quarter: Vertical only: 3 7/16" x 4 7/8"

Color Charges

Two color: Additional \$725

Four color: Additional \$1,750

Position Charges

In addition to earned B/W rate: Cover 2 or Cover 4: additional 50%.

Opposite TOC: 25%.

Other guaranteed positions 10%.

High Impact Options

Outserts: \$31,500 gross (up to 3 oz.)

Cover tips: \$20,000 gross

Bellybands: \$20,000 gross

Advertising Information

Agency discount: 15%

Earned rates: Based on total units per calendar year.

Inserts: Charged at earned B/W page rate X number of insert pages.



■ Specifications

Trim size: 8 1/8" x 10 7/8"

Paper stock: 60 pound, coated.

Binding: Saddle stitch.

Inserts: Include quantity and insertion date.

Quantity: 44,000.

Insertion orders: Orders and ad material must be submitted by 5 PM ET on the specified date. Cancellations/changes must be received in writing by 12 PM on closing date.

■ Advertising contacts

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■ Editorial mission

Today's Hospitalist is the leading source of practical information for hospitalists, the fastest growing specialty in the U.S. Articles in Today's Hospitalist are designed to help hospitalists face day-to-day issues that they see in their practice, from practice management to clinical medicine.

■ 2018 Editorial calendar*

ISSUE Planned clinical & practice management topics	CLOSING DEADLINE	MATERIALS DEADLINE
January Neuro exam; ICU errors	Dec. 1	Dec. 8
February Alcoholism/withdrawal; Gender gap	Jan. 2	Jan. 9
March Sepsis; Scribes	Feb. 1	Feb. 8
April Opioids/pain management; Aging on the job	Mar. 1	Mar. 8
May Infectious diseases; Leadership strategies	Apr. 2	Apr. 9
June Periop controversies; Value-based purchasing	May 1	May 8
July Post-acute care; Community outreach	Jun. 1	Jun. 8
August Anticoagulation; Patient experience	Jul. 2	Jul. 9
September Super utilizers; Technology	Aug. 1	Aug. 8
October Cardiac care; Building a better discharge	Aug. 31	Sep. 7
November Antibiotic resistance; Bonuses and incentives	Oct. 1	Oct. 8
December Critical care; Communication techniques	Nov. 1	Nov. 8

*May be subject to change.

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