

## 2022 RECRUITMENT ADVERTISING RATES

### ■ BPA-audited circulation

**Total circulation:** 35,068 (July 2021 BPA statement) including more hospitalists (31,452) than any other publication. This number includes only practicing hospitalists, not residents or nonphysicians.

**Publisher:** Roman Press Inc., established 2003.

**Frequency:** 6 times a year.

**Publication dates:** Issues mail the first of the month.

### ■ Print advertising rates and specifications

Each rate is per insertion. Frequency must be committed at initial order. All rates are gross.

Black & White	1"	1.5"	2"	3"	4"	Quarter page	Half page	Full page
<b>1x rate</b>	\$312	\$464	\$623	\$936	\$1,255	\$1,396	\$2,133	\$3,198
<b>3x rate</b>	\$307	\$450	\$602	\$916	\$1,218	\$1,363	\$2,078	\$3,116
<b>6x rate</b>	\$299	\$434	\$590	\$894	\$1,191	\$1,321	\$2,022	\$3,040

**Color charges:** One-color: \$175. Full and matched color: \$350.

**Print ready art:** E-mail print-ready PDF file with embedded fonts.

#### Complimentary design services:

E-mail copy and your logo, and we'll design an ad at no charge.

**Placing orders:** Orders and materials must be submitted by 5 PM on closing date. Cancellations or changes must be received via e-mail by closing date.

**Submission:** E-mail materials to [krubia@todayshospitalist.com](mailto:krubia@todayshospitalist.com).

**Page size:** Full page art submission size 8 3/8" x 11 1/8" with bleed; Trim size 8 1/8" x 10 7/8"; Live size 7 7/8" x 10" 5/8.



### ■ Ad submissions

#### Deadlines:

Issue date	Closing date
January/February.....	12/15/21
March/April.....	2/15/21
May/June.....	4/15/21
July/August.....	6/15/21
September/October.....	8/15/21
November/December.....	10/17/21

### ■ Advertising contacts

**Kristin Vinciguerra,**  
Recruitment Sales Manager  
866.695.3870, ext. 15  
[krubia@todayshospitalist.com](mailto:krubia@todayshospitalist.com)

**Edward Doyle,** Publisher  
215.997.9650  
[edoyle@todayshospitalist.com](mailto:edoyle@todayshospitalist.com)

Full page:  
Ad with bleed  
8 3/8" x 11 1/8"

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

Live size:  
7 7/8" x 10 5/8"

Half page:  
Horizontal  
7 1/4" x 4 7/8"

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

Quarter page:  
3 7/16" x 4 7/8"

4-inch & smaller:  
3 7/16" wide x ad size

1.5-inch  
1-inch

4-inch

3-inch

2-inch



Boost your exposure by posting your print ad on our job board for as little as \$95.

## Web listing with print ad

### ■ Basic job board posting just \$95

We will post the text, logo & contact info from your print ad on our job board for one month.

- Ads posted before print issue mails
- Run your Web listing for a second month at a discounted rate

### ■ Featured job board posting just \$325

Premium posts are listed in the job board under "Featured Jobs."

- Listing & logo on the job board home page
- Listing highlighted and displayed at the top of search results

### ■ e-Newsletter job listing just \$195

Get more exposure for your job listed on the Today's Hospitalist job board. We'll spotlight your opportunity in a weekly e-newsletter.

- Link to your ad on our job board in an e-newsletter job listing
- Reach our highly engaged audience of 33,000+ hospitalists
- **Average of 18 click-throughs per listing**

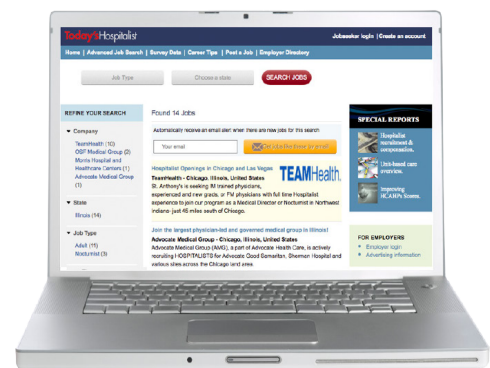
*Rates are only for print advertisers*

**To learn more, contact:**

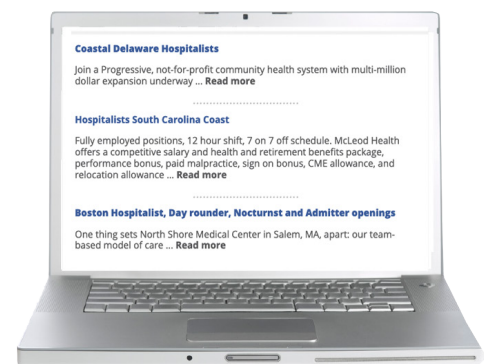
**Kristin Vinciguerra**  
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**Ed Doyle**  
Publisher  
[ed Doyle@todayshospitalist.com](mailto:ed Doyle@todayshospitalist.com)

### JOB BOARD LISTING



### E-NEWSLETTER LISTING



## Monthly job board rates for print advertisers

POSTING	DESCRIPTION	RATES
<b>Basic job board posting</b>	Text from your print ad posted on our job board. for one month	\$95 plus print ad
<b>Second month of job board posting</b>	Run your job board listing for a second month	\$500
<b>Featured job board posting</b>	Your job listed on the job board home page, and at the top of search results pages	\$325 plus print ad
<b>e-Newsletter job listing</b>	Link to your job in our weekly e-Newsletter, sent to 33,000+ hospitalists and allied health professionals	\$195 plus print ad and job board

**Inquire about our other listing packages options**

## SPECIAL OFFER Web-only listings

### ■ Job board posting: \$600

We will post the text, logo & contact information on our job board for one month.

### ■ E-Newsletter job listing—bonus exposure

For every month that the job is posted, it will appear in one of our e-Newsletters with a link to the job. Our weekly e-newsletters are sent to our highly engaged audience of 33,000+ hospitalists.

### ■ Average of 18 click-throughs per listing

### ■ Purchase additional e-newsletter listings for \$195 per listing

### ■ Featured job board posting: \$300

Upgrade the job listing to a “featured opening” for \$300 the first month and \$150 for each additional month.

### ■ Listing are highlighted and displayed at top of search results

### ■ Listing & logo appear on the job board home page

### To learn more, contact:

**Kristin Vinciguerra**  
Recruitment Sales Manager  
[krubia@todayshospitalist.com](mailto:krubia@todayshospitalist.com)

**Edward Doyle**  
Publisher  
[edoyle@todayshospitalist.com](mailto:edoyle@todayshospitalist.com)

### JOB BOARD LISTING



### E-NEWSLETTER LISTING



## Rates

30 DAY POSTING WITH FREE E-NEWSLETTER LISTING	\$600
60 DAY POSTING	\$1,100
90 DAY POSTING	\$1,500
E-NEWSLETTER LISTING—FIRST LISTING	INCLUDED
ADDITIONAL E-NEWSLETTER LISTINGS	\$195
FEATURED JOB LISTING—FIRST MONTH	\$300 + posting
FEATURED JOB LISTING— ADDITIONAL MONTHS	\$150 + posting

## Metrics

E-NEWSLETTER CIRCULATION	33,000+
E-NEWSLETTER OPENS	4,000-5,000
AVERAGE E-NEWSLETTER LISTING CLICK-THROUGHS	15
WEBSITE MONTHLY IMPRESSIONS	75,000
PRINT CIRCULATION	37,000

