

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 |
|----------------|-------|-------|-------|-------|---------|--------------|-----------|-----------|
| 1x rate | \$312 | \$464 | \$623 | \$936 | \$1,255 | \$1,396 | \$2,133 | \$3,198 |
| 3x rate | \$307 | \$450 | \$602 | \$916 | \$1,218 | \$1,363 | \$2,078 | \$3,116 |
| 6x rate | \$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.

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

Edward Doyle, Publisher
215.997.9650
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
Recruitment Sales Manager
krubia@todayshospitalist.com

Ed Doyle
Publisher
ed Doyle@todayshospitalist.com

JOB BOARD LISTING



E-NEWSLETTER LISTING



Monthly job board rates for print advertisers

| POSTING | DESCRIPTION | RATES |
|--|---|-----------------------------------|
| Basic job board posting | Text from your print ad posted on our job board. for one month | \$95 plus print ad |
| Second month of job board posting | Run your job board listing for a second month | \$500 |
| Featured job board posting | Your job listed on the job board home page, and at the top of search results pages | \$325 plus print ad |
| e-Newsletter job listing | 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