

2022 PRODUCT ADVERTISING RATES

Print rates

Earned rates: Based on total units per calendar year

Black & White	1X	3X	6X	12X	24X	36X	48X
Full page	\$4,050	\$3,935	\$3,815	\$3,700	\$3,505	\$3,350	\$3,165
½ page	\$3,040	\$2,950	\$2,855	\$2,785	\$2,635	\$2,510	\$2,385
¼ page	\$1,835	\$1,770	\$1,715	\$1,670	\$1,575	\$1,505	\$1,435

Charges and discounts

Inserts: Charged at earned B/W page rate X No. of insert pages

Color charges

Two color: Additional \$725; Four color: Additional \$1,820

Position charges: In addition to earned B/W rate:

Cover 2 or 4: additional 50%

Opposite TOC: 25%

Other guaranteed positions: 10%

High impact options

Outserts: \$33,500 gross (up to 3 oz.)

Cover tips: \$21,500 gross

Bellybands: \$21,500 gross

Advertising information: Agency discount: 15%

Specifications

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.

Inserts: Include quantity and insertion date

Quantity: 40,000

Paper stock: 60 pound, coated

Binding: Saddle stitch

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.

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"



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.

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■ Editorial mission

Today's Hospitalist is the leading source of practical information for hospitalists. 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.

■ 2022 editorial calendar*

ISSUE Planned clinical & practice management topics	CLOSING DEADLINE	MATERIALS DEADLINE
January/February Medical education and training	Dec. 1	Dec. 7
March/April Cardiac care	Feb. 1	Feb. 7
May/June Infectious diseases	Apr. 1	Apr. 7
July/August Telemedicine	Jun. 1	Jun. 7
September/October Critical care	Aug. 1	Aug. 8
November/December Compensation	Oct. 3	Oct. 10

*Subject to change.

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