

ANNALS OF INTERNAL MEDICINE 2008

Recruitment • Physician Product & Services • CME

Journal Profile

Established: 1927

Frequency: Twice Monthly

Audience: Internists, Internal Medicine Subspecialists

Circulation: Paid (86,126) and Controlled (15,000)

CME: Up to two quizzes per issue

Audited by: Business Publishers Association (BPA)

Manuscript Submissions: Our acceptance rate for all submissions in 2006 was 13%.

Impact Factor: 14.78 (*Annals of Internal Medicine* has the highest impact factor worldwide for all internal medicine journals, and the fourth highest out of 103 general medical journals.)

Annals of Internal Medicine is a peer-reviewed journal and a benefit of paid ACP membership for internists and medical students.

Bonus Distribution

ACP will be exhibiting and distributing bonus copies of *Annals of Internal Medicine* at the following meetings:

- American Heart Association
- Digestive Disease Week
- American College of Cardiology
- American Society of Clinical Oncology
- Infectious Diseases Society of America
- Pri-Med (East and South)
- American Gastroenterology Association
- American Society of Rheumatology
- American Society of Hematology
- American Diabetes Association
- American Association of Physician Assistants
- Society of Hospital Medicine

In addition, bonus copies of *Annals of Internal Medicine*, will be distributed at Internal Medicine 2008 and at meetings of the 79 ACP Chapters held throughout the year. These meetings are regularly attended by member and nonmember internists.

Editorial Focus

Annals of Internal Medicine offers free CME to ACP members and journal subscribers. Up to two articles from each issue are designated for credit, and companion CME quizzes are provided online. Physicians can earn credits by reading the article and successfully completing the online quiz.

Here are some of the features of the journal and the reasons why *Annals of Internal Medicine* remains a must-read for internists, as well as one of the most highly cited peer-reviewed journals in internal medicine:

- **In the Clinic:** focuses on practical management of patients with common clinical conditions. In the Clinic offers evidence-based answers to frequently asked questions about screening, prevention, diagnosis, therapy, and patient education and provides physicians with tools to improve the quality of care.
- **Structured Abstracts:** provide a concise summary of the important information in every article so physicians can quickly and efficiently find useful content.
- **Improving Patient Care:** features articles about quality improvement and patient safety that emphasize the organization of practice rather than the clinical content of care.
- **Summaries for Patients:** accompany articles, providing easily understood evidence-based clinical content that internists can pass on to their patients.
- **Updates:** minimize a physician's need to read a multitude of journals by putting into clinical perspective the most significant developments of the previous year in subspecialty areas such as cardiology and gastroenterology.
- **Current Clinical Issues:** provide important breaking news in internal medicine — controversial clinical issues, new clinical discoveries, and key current events.
- **On Being a Doctor and On Being a Patient:** reflect the trials and triumphs of practice in today's world.
- **Ad Libitum and Personae:** feature original poetry and photography by practicing physicians.
- **Editors' Notes:** provides the editors' view on the content, contribution, and implications of the study in a brief side-bar statement.
- **ACP Clinical Practice Guidelines:** focus on common problems in primary care and provide concise, clear recommendations that promote evidence-based care.
- **US Preventive Services Task Force (USPSTF) and *Annals of Internal Medicine*** partner to publish nearly all of their Recommendation Statements pertaining to adult medicine and the systematic reviews that serve as background papers for the Task Force's decisions.

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2008 Advertising Incentive Programs

Combo Buys

Place your display advertisement in more than one of the following and become eligible for combination rate discounts: *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, “*Online Direct*”, Banner Advertising and *Internal Medicine 2008 News*.

Combination Rates

Ads in 2	10% Off
Ads in 3	15% Off
Ads in 4 or more	20% Off

Savings

Requirements:

- Ads must be committed (all issues and publications) at initial order.
- Ads must be the same and placed in the same month.
- Ads must run in all publications at equivalent sizes.

Typesetting

Description

Cost

ACP designs your ad	\$80 minimum
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Clients who require proof of their advertisement before publication must submit ad copy for typesetting at least 10 days prior to deadline. Even if the ad does not run, client will be charged for typesetting.

Color Charges

Description

Cost

Standard Color	\$414
Matched Color	\$541
Three- and Four-Color	\$1,270

Color charges are commissionable.

Blind Box Ads

Description

Cost

ACP provides a box number for your ad and receives and forwards your responses ..	\$40
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All Bold Ads (non-display only)

Description

Cost

Ad appears in all bold typeface	\$35
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Web Site Option

Description

Cost

2 week display posting starting 2 weeks prior to print publication	\$34 NET
2 week non-display posting starting 2 weeks prior to print publication	\$24 NET

Web Site

Advertisers have the ability to complement their print advertising by appearing in ACP Career Connection and/or Physician Products and Services Marketplace. With over 1,000,000 page requests monthly to ACP Online and Annals Online, your ads are just a click away. You can't beat this extra exposure to all members and non-members.

- Hyperlink to e-mail and Web sites in your ad.
- **Display ads** receive a blue screen and optional graphic in order to stand out in the classified section and search before non-display ads.

Submitting Display Ads Electronically

For a complete guide to aid you in the digital art creation/submission process, visit the following Web site:

www.rrdbook.com/techdata.

DO NOT send your files before thoroughly reviewing the information provided at the Web site listed above.

If your ad files do not conform to these specifications, then we cannot guarantee placement in the issue originally requested.



