

ANNALS OF INTERNAL MEDICINE

Recruitment • Physician Product & Services • CME

Journal Profile

Established: 1927

Frequency: Twice Monthly

Audience: Internists, Internal Medicine Subspecialists

Circulation: Paid (86,613) 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 2007 was 13%.

Impact Factor: *Annals* is the most widely cited internal medicine journal, with an impact factor of 15.516, the fourth highest of all general and internal medical journals (2007 *Journal Citation Reports Science Edition*, Thomson ISI, 2008).

Annals of Internal Medicine is the College's flagship, 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 (West and South)
- American Society of Rheumatology
- American Society of Hematology
- American Diabetes Association
- Hospital Medicine 2009
- Renal Week
- American Thoracic Society
- Society of General Internal Medicine

In addition, bonus copies of *Annals of Internal Medicine* will be distributed at Internal Medicine 2009 and at meetings of the 79 ACP Chapters held throughout the year. These meetings are regularly attended by member and nonmember internists.

Editorial Focus

- **Free CME:** Up to two articles from each issue are designated for credit and companion CME quizzes are provided online. Members and subscribers can earn credits by reading the articles and successfully completing the online quizzes.
- **ACP Journal Club:** Recently added to the second issue of the month and provides high-quality, clinically important synoptic articles in the field of internal medicine, subspecialties and hospital medicine. Distilled from over 120 medical journals.
- **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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2009 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", *E-blast*, and *Internal Medicine 2009 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
- All ads must run within a 3 month period
- Ads must run in all publications at equivalent sizes*

*Check with your representative for additional details

Web Site

Advertisers have the ability to complement their print advertising by appearing in ACP Career Connection and/or Products Connection. 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

Web Site Option

Description	Cost
2 week display posting starting 2 weeks prior to print publication	\$40 NET
2 week non-display posting starting 2 weeks prior to print publication	\$30 NET



Production

Typesetting \$80

- Column inch and display ads submitted that are not print ready. (Fee typically waived)

We reserve the right to charge this fee for ANY ads with more than 2 revisions. Additional charges may apply for subsequent revisions.

Custom Design \$100

Applies to:

- Ads submitted with special requests to add graphics, color, or a customized look, such as reverse headers or footers
- Includes up to two FREE proofs (Must provide ad copy with high resolution logo or graphic if requested). Additional charges may apply for subsequent revisions.

Exceptions: Custom Design fee waived for ads placed in 6 or more issues.

Color Charges

Description	Cost
Standard	\$414
Matched	\$541
4 Color	\$1,270

Color charges are commissionable.

Blind Box Ads \$40

Non-display Ad Special Requests \$40

Applies to:

- All **bold** ads
- CAPS (limited to first two lines of ad)
- *Italics* (limited to two lines of ad copy)

Submitting Display Ads Electronically

For a complete guide to aid you in the digital art creation/submission process, visit the following Web site: <http://dsc.rrd.com>, click on "Guidelines".

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.

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Classified Black and White Ad Gross Rates

Description	1x	3x	6x	12x	24x	Rates are effective with the January 2009 issue. <i>In order to earn the higher frequency rate, you must commit to the frequency when placing your ad.</i> *Minimum size is one inch and ads increase in size by 1/4" increments.
Full Page	\$ 5,658	5,510	5,332	4,996	4,853	
2/3 Page	\$ 5,242	5,163	5,105	4,819	4,677	
1/2 Page	\$ 3,826	3,758	3,684	3,397	3,260	
1/3 Page	\$ 3,049	2,895	2,764	2,615	2,409	
1/4 Page	\$ 2,295	2,221	2,091	1,953	1,822	
1/6 Page	\$ 1,554	1,484	1,416	1,354	1,240	
Column Inch*	\$ 314	302	292	279	263	

Non-display Ads NET RATES

1x rate = \$5.35 per word*

3x rate = \$5.00 per word*

*20 word minimum

Publication and Closing Dates

Annals of Internal Medicine is published the first and third Tuesday of each month.

Cancellations and changes must be received in writing by 10:00 a.m. eastern time the day prior to deadline and confirmed by a member of the advertising staff. Cancellations during any ad schedule will be short-rated.

CANCELLATIONS AND CHANGES ARE NOT ACCEPTED ON DEADLINE DAY.

Publication and Closing Dates

Publication Date	Ad Materials Due to ACP by 10:00 a.m. eastern time
January 6	December 1
January 20	December 15
February 3	January 1
February 17	January 15
March 3	February 1
March 17	February 15
April 7	March 1
April 21	March 15
May 5	April 1
May 19	April 15
June 2	May 1
June 16	May 15
July 7	June 1
July 21	June 15
August 4	July 1
August 18	July 15
September 1	August 1
September 15	August 15
October 6	September 1
October 20	September 15
November 3	October 1
November 17	October 15
December 1	November 1
December 15	November 15

Mechanical Specifications

Ad Unit Size	Width x Depth
Full Page	7" x 10"
2/3 Page	4 1/2" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 7/16" x 10"
1/3 Page	2 1/4" x 10"
1/4 Page	3 7/16" x 4 7/8"
1/6 Page	2 1/4" x 4 7/8"
Column Inch*	2 1/8" x 1"

*Minimum size is one inch and ads increase in size by 1/4" increments.

ACP CAREER CONNECTIONSM

Physicians Connecting with Positions

acponline.org/careers

**DON'T BE
BLINDED**

BY OTHER SITES

Career Opportunities

Comprehensive, up-to-date listing of career openings nationwide.

Profiles

Physicians can build, edit and store their profile.

CV

Physicians may upload and store their detailed CV.

Search Jobs

Physicians can search positions that suit their criteria.

Early Job Notifier

Physicians receive e-mails of posted jobs meeting their criteria.

Apply for Jobs

Physicians click on your ad and submit their profile and CV.

Career Resources: Career Counseling

Articles and information to assist physicians in their job search.

Residency Database

Information on residency programs.

Non ACP CME/Conferences/Meetings

Listing of meetings to attend for CME Credit.

CONTACT INFORMATION

Advertising Sales

For additional information or to place an ad contact:

Northeast, Southeast and Great Lakes Regional Sales:

MARGARET GARDNER

Advertising Account Executive

800-523-1546 ext. 2768

215-351-2768 (phone)

215-351-2685 (fax)

mgardner@acponline.org

Northwest, Southwest & Mountain Regional and International Sales:

MARIA FITZGERALD

Advertising Sales Representative

800-523-1546 ext. 2667

215-351-2667 (phone)

215-351-2738 (fax)

mfitzgerald@acponline.org

North and South Central Regional Sales:

RYAN MAGEE

Advertising Sales Representative

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215-351-2641 (fax)

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pbayard@acponline.org

Van Tu

215-351-2728 (phone)

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vtu@acponline.org

Reprints

Reprints of ACP publications are available in print form and for online use by contacting:

Helen Canavan, *Reprint Coordinator*

215-351-2663 (phone)

215-351-2686 (fax)

hcanavan@acponline.org

Insertion Orders

Insertion orders must be received typed via mail, fax or e-mail.

Send Ads to

Advertising Department

American College of Physicians

190 N. Independence Mall West

Philadelphia, PA 19106-1572

ACP Job Placement Center

Vera Bensch

215-351-2630 (phone)

215-351-2686 (fax)

vbensch@acponline.org