Established in 1927 by the American College of Physicians

Osteoarthritis

Sawaya and Jacoby

Screening Pelvic Examinations: Right, Wrong, or Rite?

Editorials

Patient- and Family-Centered Medical Education: The Next Revolution

Ideas and Opinions

Guideline From the American College of Physicians

LeFevre

Screening for Hepatitis B Virus Infection in Nonpregnant Adolescents

Clinical Guidelines

Update in Nephrology: Evidence Published in 2013

the American College of Physicians

Women: An Evidence Report for a Clinical Practice Guideline From

Screening for Hepatitis B Virus Infection in Adolescents and Adults: A Systematic Review to Update the U.S. Preventive Services Task Force

Suicide. An Analysis of Trial Data

Association Between Efavirenz as Initial Therapy for HIV-1 Infection and Increased Risk for Suicidal Ideation or Attempted or Completed

Weinberger, Johnson, and Ness

Celum, Morrow, Donnell, and others

Mollan, Smurzynski, and others

flannery

Alcohol detox

Coding HCAP

Plus:

FINANCE, CARE

By Paula S. Katz

Seeking common ground on CKD screening

of the College and professor of medicine

pret it for their daily practice.

how primary care physicians should inter-
to what constitutes a useful guideline and
increased costs and testing, and labeling—
ti a l  h a r m s  o f  s c r e e n i n g — f a l s e - p o s i t i v e s ,
t i o n  a n d  e m p h a s i z e d  a r e a s  o f  c o m m o n

ground. However, there are still some dis-
t i o n  a n d  e m p h a s i z e d  a r e a s  o f  c o m m o n

raised an immediate response from

The ASN issued a press release imme-
itation, low-quality evidence).”

That recommendation stated that

W h i l e  t h e r e  w a s  g e n e r a l  a g r e e m e n t

of the American Society of

h e a t e d  r e s p o n s e  s t e m m e d

A S N  p r e s i d e n t  S h a r o n  M .  M o e ,  M D ,

I n s t e a d  o f  “ D o n ’ t  s c r e e n , ”  s h e  s a i d

screening, monitoring, and treatment for

kidney disease is often asymptomatic.

a d u l t s  w i t h o u t  r i s k  f a c t o r s  f o r  c h r o n i c

T h a t  r e c o m m e n d a t i o n  s t a t e d  t h a t

F A C P ,  s a i d  t h e  h e a t e d  r e s p o n s e  s t e m m e d

c a r e  a n d  f i n a n c e 

Consumer Federation of America (Consumer

DME, company sent the request, asking

She didn’t call me and say, ‘We do?’,” he said.

M K S A P  Q u i z

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Journal Profile

Publisher: American College of Physicians
Editor: Christine Laine, MD, MPH, FACP
Established: 1927
Frequency: Twice monthly in print, and weekly online
Audience: Internists, internal medicine subspecialists
2015 Projected Circulation: 100,014
CME: Up to 3 quizzes per issue
Audited by: Business Publishers Association (BPA). For a current copy of our Business Publishers Statement, please contact the Director of Advertising Sales.
Manuscript Submissions: 7.75% acceptance rate for all submissions in 2013

Impact Factor: 16.104 (Annals of Internal Medicine’s Impact Factor is the highest of any specialty journal in the General and Internal Medicine category. Annals is ranked 5th among 150 general medicine journals and is one of the most highly cited and influential journals in the world.)

Annals of Internal Medicine, which has been published for over 85 years, is a peer-reviewed journal and is listed in Index Medicus.

Annals of Internal Medicine’s mission is to promote excellence in medicine, enable physicians and other health care professionals to be well-informed members of the medical community and society, advance standards in the conduct and reporting of medical research, and contribute to improving the health of people worldwide.

To achieve this mission, Annals disseminates scholarly, trusted, and provocative content tailored to key segments of its audience and links scholarly knowledge to practice.

Annals publishes original research; scholarly, evidence-based reviews; clinical guidelines; commentaries; and editorials. In addition, the journal publishes papers related to medical education, health policy, ethics, the history of medicine, and essays that convey the art of medicine.

Audience Focus

Annals of Internal Medicine’s audience includes over 141,000 physician members of the American College of Physicians. In addition, many other physicians read Annals via individual or institutional subscriptions. Annals’ content focuses on topics of great relevance to the practice of internal medicine and its subspecialties: cardiology, gastroenterology, nephrology, endocrinology, hematology, rheumatology, neurology, pulmonology, oncology, infectious diseases, allergy and immunology, sports medicine, critical care medicine, palliative medicine, and geriatrics.

Internists order approximately one billion prescriptions annually. Thus, Annals is an ideal venue for advertisers who wish to reach high-prescribing clinicians who treat adults.
Editorial Focus

Christine Laine, MD, MPH, FACP, Editor of Annals of Internal Medicine, is a nationally renowned academic general internist and a clinical associate professor of medicine in the Division of Internal Medicine at Jefferson Medical College in Philadelphia, where she continues to teach and see patients. She received her medical degree from State University of New York at Stony Brook, completed residency training in internal medicine at The New York Hospital (Cornell University), and earned a fellowship in general internal medicine and clinical epidemiology at Beth Israel Hospital (Harvard University). In addition, Dr. Laine earned her master’s degree in public health with a concentration in quantitative methods and clinical epidemiology at Harvard University.

Dr. Laine was named President of the Council of Science Editors (CSE) in May 2010. The CSE is an organization composed of editorial professionals dedicated to the responsible and effective communication of scientific subjects.

Widely respected in the field of medical journalism, Dr. Laine also serves as Secretariat for the International Committee of Medical Journal Editors and is an active member of the Ethics Committee of the World Association of Medical Editors.

Dr. Laine has authored many articles on such subjects as patient-centered communication, preventive care, quality of care, women in medicine, and care of patients with HIV and AIDS.

Dr. Laine is a proven innovator who has conceived and implemented several well-received features in Annals, including Summaries for Patients, Editors’ Notes, and the In the Clinic section. She will continue to develop innovative formats and mechanisms of delivery so that the journal is an accessible and trusted source of health information for both physicians and the public around the globe.

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. The following features of the journal illustrate why Annals of Internal Medicine is the authoritative source for physicians:

- ACP Journal Club: The best new evidence in internal medicine from over 130 clinical journals, appearing in the second issue of each month.
- In the Clinic: Evidence-based information about screening, prevention, diagnosis, therapy, and patient education for the practical management of patients with common clinical conditions. Appearing in the first issue of each month, In the Clinic offers answers to frequently asked questions and tools to improve the quality of patient care.
- Structured Abstracts: A concise summary of the important information in every article so that physicians can quickly and efficiently find useful content.
- Improving Patient Care: Articles about quality improvement and patient safety that emphasize the organization of practice rather than the clinical content of care.
- Summaries for Patients: Easily understood, evidence-based clinical content that internists can pass on to their patients.
- Editors’ Notes: The editors’ views on the content, contribution, and implication of a study in a brief sidebar statement.
- ACP Clinical Practice Guidelines: Articles that focus on common problems in primary care and provide clear concise, recommendations that promote evidence-based care.
- U.S. Preventive Services Task Force (USPSTF) Recommendations: The USPSTF and Annals of Internal Medicine partner to publish nearly all USPSTF Recommendation Statements that pertain to adult medicine and the systematic reviews that serve as background papers for the USPSTF’s decisions.
- Online CME quizzes: Quizzes that accompany up to 3 articles from each issue and are designated for Category 1 credit.
- On Being a Doctor and On Being a Patient: Stories that reflect the trials and triumphs of practice in today’s world.
- Ad Libitum and Personae: Original poetry and photography by practicing physicians.
- Comparative Effectiveness Reviews: Reports produced by the Agency for Healthcare Research and Quality’s Effective Health Care Program draw on completed scientific studies to make head-to-head comparisons of different health care interventions.
Rates and Dates

Run-of-Book (ROB) Black-and-White Ad Rates: Full Run

<table>
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<tr>
<th>Description</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
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<td>$5,545</td>
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Rates are effective with the January 1, 2015 issue.

Bleed is available at no extra charge. Please refer to mechanical specifications for page size and bleed information. For rates at higher frequencies, please call the Director of Advertising Sales.

Color Charges

<table>
<thead>
<tr>
<th>Description</th>
<th>Add to Earned Black-and-White Ad Unit Cost</th>
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<td>$ 720</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$1,105</td>
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<tr>
<td>3 and 4 Color</td>
<td>$2,400</td>
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<tr>
<td>5 Color</td>
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Color charges are commissionable.

Back cover ads using 5 colors can only be run in the first issue of the month.

Insert Rates

<table>
<thead>
<tr>
<th>Description</th>
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<th>4-Page</th>
<th>6-Page</th>
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<tr>
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<td>$31,400</td>
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<tr>
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<td>$15,650</td>
<td>$31,100</td>
<td>$46,550</td>
<td>$62,000</td>
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<td>$45,440</td>
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<tr>
<td>24x</td>
<td>$14,900</td>
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<td>$44,300</td>
<td>$59,000</td>
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<tr>
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<td>$43,220</td>
<td>$57,560</td>
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<tr>
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<td>$28,160</td>
<td>$42,140</td>
<td>$56,120</td>
</tr>
<tr>
<td>60x</td>
<td>$13,830</td>
<td>$27,460</td>
<td>$41,090</td>
<td>$54,720</td>
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<tr>
<td>72x</td>
<td>$13,560</td>
<td>$26,920</td>
<td>$40,280</td>
<td>$53,640</td>
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<td>$26,380</td>
<td>$39,470</td>
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<td>$36,410</td>
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</tbody>
</table>

A quantity of 108,000 inserts is required for a full domestic run.
Rates and Dates (continued from page 5)

Demographic and Regional Splits

New insertion orders and match files for demographic splits must be submitted 10 business days before the insertion order due date shown in the schedule of Publication and Closing Dates.

- Minimum size: 2-page insert
- Demographic and regional splits count toward earned frequency on full-run advertising pages and Corporate Rewards.
- Demographic and regional splits are available for circulations over 20,000. Contact the Director of Advertising Sales for information.
- Call the Director of Advertising Sales for insert quantities. A 10% overage amount is required for spoilage purposes.

<table>
<thead>
<tr>
<th>Insert Size</th>
<th>Up to 14,999</th>
<th>15,000-20,000</th>
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<td>4-Page Insert</td>
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<td>8-Page Insert</td>
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Demographic and Regional Split Production Charges (noncommissionable)

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<tbody>
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<td>$340</td>
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<tr>
<td>Label processing fee</td>
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<tr>
<td>Plate-change charge per color</td>
<td>$340</td>
</tr>
</tbody>
</table>

Run-of-book demographic and regional splits are available, including half-page vertical ads. Contact the Director of Advertising Sales for rates.

Publication and Closing Dates

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

<table>
<thead>
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<th>Publication Date</th>
<th>Insertion Order Date</th>
<th>Ad Materials Due to Cenveo Publisher</th>
<th>Inserts Supplied to RR Donnelley</th>
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<td>Feb 3</td>
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</tr>
<tr>
<td>Jan 19</td>
<td>Dec 18</td>
<td>Dec 23</td>
<td>Dec 28</td>
</tr>
</tbody>
</table>

See page 22 for Bonus Distribution.
Advertising Incentive Programs

One Free with Three
An advertiser who runs advertisements in 3 consecutive issues of Annals of Internal Medicine will receive a fourth consecutive ad free.
- Does not apply to cover positions.
- Ads must be for the same product.
- If ads of different sizes are run, the free ad will be calculated on the average of the 3 qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency.
- Cannot be combined with Buy 19, Get 24 or Better than a Baker’s Dozen.
- Does not apply to Annals of Internal Medicine Demographic and Regional Splits.
- This program ends with the last issue of December 2015.

Better than a Baker’s Dozen Buy
An advertiser who runs advertisements in any 12 issues of Annals of Internal Medicine will receive 2 additional ad units free.
- Ads must be for the same product.
- If ads of different sizes are run, the free ads will be calculated on the average of the 12 qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency.
- Cannot be combined with One Free with Three or Buy 19, Get 24.
- Does not apply to Annals of Internal Medicine Demographic and Regional Splits.
- This program ends with the last issue of December 2015.

Buy 19, Get 24
An advertiser who runs advertisements in all 24 issues of Annals of Internal Medicine will be billed for 19 insertions.
- Does not apply to cover positions.
- Ads must be for the same product.
- If ads of different sizes are run, the free ads will be calculated on the average of the 19 qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency.
- Cannot be combined with One Free with Three or Better than a Baker’s Dozen.
- Does not apply to Annals of Internal Medicine Demographic and Regional Splits.
- This program ends with the last issue of December 2015.

Combo Buy
An advertiser who runs advertisements in both Annals of Internal Medicine and ACP Internist will receive a $1,000 discount per each 4-color ACP Internist tabloid page.
- Ads must be for the same product and placed in the same month’s issue.
- A full-size page in Annals of Internal Medicine and a 4-color tabloid-size page in ACP Internist are the minimum qualifying sizes.
- Does not apply to Annals of Internal Medicine Demographic and Regional Splits.
- This program ends with the last issue of December 2015.

TRI Buy
An advertiser who runs advertisements in both Annals of Internal Medicine and ACP Internist will have the opportunity to advertise in ACP Hospitalist for only $3,000 per 4-color page.
- A full-size page in Annals of Internal Medicine and at least an “A”-size page in ACP Internist are the minimum qualifying sizes.
- Ads must be for the same product and placed in the same or the following month’s issue.
- Does not apply to Annals of Internal Medicine Demographic and Regional Splits.
- This program ends with the last issue of December 2015.

Corporate Rewards
Based on gross billings in 2014, an advertiser or subsidiary will be eligible for a bonus percentage discount in 2015.
Gross billings include combined revenue for Annals of Internal Medicine; ACP Internist; ACP Hospitalist; reprints; and ads placed in ACP sponsorship publications, such as the Internal Medicine 2014 Scientific Program and Internal Medicine 2014 News.

<table>
<thead>
<tr>
<th>Gross Billings</th>
<th>Discount %</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 150,001-$250,000</td>
<td>1.25</td>
</tr>
<tr>
<td>$ 250,001-$500,000</td>
<td>1.75</td>
</tr>
<tr>
<td>$ 500,001-$750,000</td>
<td>2.50</td>
</tr>
<tr>
<td>$ 750,001-$1,000,000</td>
<td>3.00</td>
</tr>
<tr>
<td>$1,000,001-$1,250,000</td>
<td>4.00</td>
</tr>
<tr>
<td>$1,250,001 and over</td>
<td>5.00</td>
</tr>
</tbody>
</table>
Mechanical Specifications and Insert Production Requirements

Mechanical Specifications–ROB Ads

*Annals of Internal Medicine uses Web offset reproduction.*

Trim Size: 8 1/4" x 10 13/16"

Binding: Perfect

Paper Stock:

Cover: 8-Point Sterling Ultra Gloss Cover

Inside Pages: 45-lb Capri Silk Text

<table>
<thead>
<tr>
<th>Ad Unit Size</th>
<th>Nonbleed Width x Depth</th>
<th>With Bleed Width x Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7&quot; x 10&quot;</td>
<td>8 5/8&quot; x 11 1/4&quot;</td>
</tr>
<tr>
<td>Full Page (trim)</td>
<td>–</td>
<td>8 1/4&quot; x 10 13/16&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 1/2&quot; x 10&quot;</td>
<td>–</td>
</tr>
<tr>
<td>1/2 Page Horizontal (trim)</td>
<td>7&quot; x 4 7/8&quot;</td>
<td>8 5/8&quot; x 5 1/16&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>–</td>
<td>8 1/4&quot; x 4 7/8&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical (trim)</td>
<td>3 7/16&quot; x 10&quot;</td>
<td>3 5/8&quot; x 11 1/4&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>–</td>
<td>3 7/16&quot; x 10 13/16&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical Column</td>
<td>2 1/8&quot; x 10&quot;</td>
<td>–</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 7/16&quot; x 4 7/8&quot;</td>
<td>–</td>
</tr>
</tbody>
</table>

Contracts, Insertion Orders, Electronic Files, and Ad Copy to Be Sent by Advertiser

Supply electronic files with color proof and written instructions, including the name of publication and date of insertion, to:

Leslie Richardson
Account Manager
Cenveo Publisher Services
2905 Byrdhill Road
Richmond, Virginia 23228
804-261-3098
Leslie.Richardson@cenveo.com

Supply contracts, insertion orders, and ad copy to:

John Carney
Advertising Production Coordinator
ACP
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419
jcarney@acponline.org

Submitting Display Ads Electronically

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

DO NOT send your files before thoroughly reviewing the information provided in the Guidelines and InSite tabs at the Web site listed above.

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

Display ads created electronically should be sent on disk to:

Leslie Richardson
Account Manager
Cenveo Publisher Services
2905 Byrdhill Road
Richmond, Virginia 23228
804-261-3098
Leslie.Richardson@cenveo.com

Insert Production Requirements

- Multiple-page inserts MUST be furnished folded.

Sizes:

- 2-page (1-leaf)
  - Untrim, 8 1/2" x 11 1/4"
  - Trim, 8 1/4" x 10 13/16"

- 4-page (2-leaf)
  - Untrim, 17 1/8" x 11 1/4"
  - Trim, 16 1/2" x 10 13/16"
  (folded to 8 1/2" x 11 1/4"

Trim Allowance:

- 1/8" head, 5/16" foot
- 1/8" front, 1/8" back

When perforation is required in an insert, 1/2" should be allowed along the gutter edge so that the insert may be removed freely from the journal. All inserts jog to the head.

Stock Weights Acceptable:

- 70 lb or less (25" x 28" basis)
- Thickness not to exceed 0.004"
Mechanical Specifications and Insert Production Requirements (continued)

Miscellaneous:

- A sample or dummy of the proposed new insert must be submitted to the Advertising Production Coordinator for approval no less than 30 days before the issue date.
- A quantity of 108,000 inserts is required for each issue for the domestic run. The quantity should be verified with the Advertising Production Coordinator for each issue. The publisher does not assume responsibility for shortages of insert shipment.
- It may be necessary to limit the number of supplied inserts per issue. If this occurs, clients will be given the option to run the insert in the next consecutive issue.
- There is no charge for insert tip-in or handling.

Shipping:

All inserts for all issues of Annals of Internal Medicine must be shipped to:

Annals of Internal Medicine  
RR Donnelly  
Attn: Lynn Rich  
1600 North Main  
Pontiac, IL 61764  
815-844-1486  
lynn.rich@rrd.com

The following information MUST appear on the outside of EACH carton:

- Annals of Internal Medicine
- Advertiser and product name
- Issue date for insertion
- Insert size and quantity in each carton
Journal Profile

Publisher: American College of Physicians
Executive Editor: Jennifer Kearney-Strouse
Editor-in-Chief: Jessica Berthold
Established: 2007
Frequency: Monthly in print and weekly online
Audience: Hospital-based internists, hospital-based internal medicine subspecialists, third-year internal medicine residents, residency program directors
2015 Projected Circulation: 30,575
Audited by: Business Publishers Association (BPA)

ACP Hospitalist is the resource that hospital-based internists and third-year internal medicine residents read for news and information about the practice of hospital medicine, including:

- Advances in health care technology
- Clinical controversies
- Staffing and scheduling innovations
- Salary trends
- Reimbursement news affecting hospitalists
- Patient safety and quality-of-care issues
- Evidence-based medicine
- The latest research news

Audience Focus

ACP Hospitalist is written for hospital-based internists and third-year residents. The number of hospitalists practicing today is growing as more hospitals recognize the benefit of hosting or employing doctors who can give increased attention to individual patients. Over 75% of all hospitalists are trained in general internal medicine.

Editorial Focus

Jessica Berthold is an award-winning journalist who has written for a variety of trade and consumer publications for more than 15 years. Most recently the senior writer for ACP Hospitalist, she helped foster its transformation from a career guide to a monthly magazine. She became editor in July 2009.

Departments include:

- Success Stories: Features successful initiatives led by or involving hospitalists.
- Your Career: Reports on practice trends, compensation, and scheduling, as well as tips on how to improve career satisfaction.
- Your Practice: Provides practical information to help hospitalists improve their daily work lives in such areas as transitions of care and patient interactions.
- Coding Corner: Advises readers on documenting conditions to receive appropriate reimbursement.
- Clinical Medicine: Brings hospitalists content that they can trust from ACP’s extensive knowledge base. Includes the “Test Yourself” feature from MKSAP.
- Recent Research: Makes it easier for busy physicians to keep current by summarizing recently published studies that are relevant to hospital practice.
- Conference Coverage: Keeps hospitalists informed about developments at ACP, the Society of Hospital Medicine, and other professional societies.
- Perspectives: Provides a forum for readers to publish articles on self-identified topics of interest to hospitalists.
- The Brief Case: Features summaries of real-life inpatient cases written by hospital physician readers.

ACP Hospitalist’s affiliated e-newsletter, ACP Hospitalist Weekly, keeps readers up to date on hospital medicine news, FDA drug actions, clinical guidelines, and the latest research from top academic journals. ACP Hospitalist’s blog is updated regularly with news and commentary on hospital medicine.

ACP Hospitalist won a 2014 Bronze Award for Best Cover Illustration from the American Society of Healthcare Publication Editors.
Rates and Dates

Run-of-Book (ROB) Black-and-White Ad Rates: Full Run

<table>
<thead>
<tr>
<th>Description</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,025</td>
<td>$2,260</td>
<td>$1,505</td>
</tr>
<tr>
<td>3x</td>
<td>$2,990</td>
<td>$2,255</td>
<td>$1,500</td>
</tr>
<tr>
<td>6x</td>
<td>$2,970</td>
<td>$2,240</td>
<td>$1,480</td>
</tr>
<tr>
<td>12x</td>
<td>$2,935</td>
<td>$2,200</td>
<td>$1,475</td>
</tr>
<tr>
<td>18x</td>
<td>$2,925</td>
<td>$2,195</td>
<td>$1,470</td>
</tr>
<tr>
<td>24x</td>
<td>$2,915</td>
<td>$2,190</td>
<td>$1,465</td>
</tr>
<tr>
<td>36x</td>
<td>$2,875</td>
<td>$2,165</td>
<td>–</td>
</tr>
<tr>
<td>48x</td>
<td>$2,800</td>
<td>$2,105</td>
<td>–</td>
</tr>
<tr>
<td>60x</td>
<td>$2,790</td>
<td>$2,100</td>
<td>–</td>
</tr>
<tr>
<td>72x</td>
<td>$2,750</td>
<td>$2,060</td>
<td>–</td>
</tr>
<tr>
<td>96x</td>
<td>$2,725</td>
<td>$2,035</td>
<td>–</td>
</tr>
<tr>
<td>120x</td>
<td>$2,695</td>
<td>$2,015</td>
<td>–</td>
</tr>
<tr>
<td>144x</td>
<td>$2,675</td>
<td>$1,970</td>
<td>–</td>
</tr>
<tr>
<td>168x</td>
<td>$2,640</td>
<td>$1,940</td>
<td>–</td>
</tr>
<tr>
<td>192x</td>
<td>$2,605</td>
<td>$1,905</td>
<td>–</td>
</tr>
</tbody>
</table>

Rates are effective with the January 2015 issue.

Bleed is available at no extra charge. Please refer to mechanical specifications for page size and bleed information. For rates at higher frequencies, please call the Director of Advertising Sales.

Color Charges

<table>
<thead>
<tr>
<th>Description</th>
<th>Add to Earned Black-and-White Ad Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Color</td>
<td>$630</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$755</td>
</tr>
<tr>
<td>3 or 4 Color</td>
<td>$1,260</td>
</tr>
</tbody>
</table>

Insert Rates

Only 1 bound-in insert is permitted in each issue, and 2 tip-ins can be accepted. The bound-in insert is limited to the center spread and must be at least 4 pages in size. A quantity of 33,000 inserts is required for a full domestic run.

<table>
<thead>
<tr>
<th>Size</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Tip-in</td>
<td>$6,700</td>
</tr>
<tr>
<td>4-Page</td>
<td>$12,300</td>
</tr>
<tr>
<td>8-Page</td>
<td>$24,355</td>
</tr>
</tbody>
</table>

Premium Position Charges

<table>
<thead>
<tr>
<th>Description</th>
<th>Add to Earned Black-and-White Ad Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>50%</td>
</tr>
<tr>
<td>Center Spread</td>
<td>50%</td>
</tr>
<tr>
<td>Cover 4</td>
<td>50%</td>
</tr>
<tr>
<td>Page Facing Table of Contents</td>
<td>20%</td>
</tr>
<tr>
<td>Any Other Special Requested Position</td>
<td>15%</td>
</tr>
</tbody>
</table>

Rates are effective with the January 2015 issue.

Premium positions are contracted for a 1-year period. Failure to fulfill this contract will result in forfeiture of your right of first refusal for the forthcoming year. All commitment letters for premium positions in 2015 must be received by the Director of Advertising Sales by November 1, 2014.

Publication and Closing Dates

ACP Hospitalist is published on the 15th day of the month.

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Insertion Order Date</th>
<th>Ad Materials Due to ACP Advertising Production Coordinator</th>
<th>Inserts Supplied to Cenveo Publisher Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>Dec 9</td>
<td>Dec 15</td>
<td>Dec 18</td>
</tr>
<tr>
<td>Feb</td>
<td>Jan 15</td>
<td>Jan 27</td>
<td>Feb 2</td>
</tr>
<tr>
<td>Mar</td>
<td>Feb 9</td>
<td>Feb 18</td>
<td>Feb 24</td>
</tr>
<tr>
<td>Apr</td>
<td>Mar 12</td>
<td>Mar 25</td>
<td>Apr 1</td>
</tr>
<tr>
<td>May</td>
<td>Apr 9</td>
<td>Apr 20</td>
<td>Apr 24</td>
</tr>
<tr>
<td>Jun</td>
<td>May 12</td>
<td>May 22</td>
<td>Jun 1</td>
</tr>
<tr>
<td>Jul</td>
<td>Jun 11</td>
<td>Jun 23</td>
<td>Jun 30</td>
</tr>
<tr>
<td>Aug</td>
<td>Jul 13</td>
<td>Jul 22</td>
<td>Jul 30</td>
</tr>
<tr>
<td>Sep</td>
<td>Aug 13</td>
<td>Aug 25</td>
<td>Sep 1</td>
</tr>
<tr>
<td>Oct</td>
<td>Sep 11</td>
<td>Sep 24</td>
<td>Oct 1</td>
</tr>
<tr>
<td>Nov</td>
<td>Oct 13</td>
<td>Oct 26</td>
<td>Nov 2</td>
</tr>
<tr>
<td>Dec</td>
<td>Nov 12</td>
<td>Nov 24</td>
<td>Dec 2</td>
</tr>
</tbody>
</table>

See page 22 for Bonus Distribution
Advertising Incentive Programs

**Buy 10, Get 2 Free**
An advertiser who runs advertisements in each issue from January through October will receive a free advertisement in November and December.

- Ads must be for the same product.
- If ads of different sizes are run, the free ads will be calculated on the average of the 10 paid advertisements.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency and Corporate Rewards.
- This program ends with the December 2015 issue.

**Combo Buy**
An advertiser who runs the same ad in *ACP Hospitalist* and in either *ACP Internist* or *Annals of Internal Medicine* can deduct $300 from the gross cost of the *ACP Hospitalist* ad.

- Ads must be for the same product and placed in the same month’s issue.
- A full page is the minimum qualifying size.
- This program ends with the December 2015 issue.

**TRI Buy**
An advertiser who runs advertisements in both *Annals of Internal Medicine* and *ACP Internist* will have the opportunity of advertising in *ACP Hospitalist* for only $3,000 per 4-color page.

- A full-size page in *Annals of Internal Medicine* and at least an “A”-size page in *ACP Internist* are the minimum qualifying sizes.
- Ads must be for the same product and placed in the same or following month’s issue.
- This program ends with the last issue of December 2015.

**Corporate Rewards**
Based on gross billings in 2014, an advertiser or subsidiary will be eligible for a bonus percentage discount in 2015.

Gross billings include combined revenue for *Annals of Internal Medicine; ACP Internist; ACP Hospitalist*; reprints; and ads placed in ACP sponsorship publications, such as the *Internal Medicine 2014 Scientific Program* and *Internal Medicine 2014 News*.

<table>
<thead>
<tr>
<th>Gross Billings</th>
<th>Discount %</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 150,001–$250,000</td>
<td>1.25</td>
</tr>
<tr>
<td>$ 250,001–$500,000</td>
<td>1.75</td>
</tr>
<tr>
<td>$ 500,001–$750,000</td>
<td>2.50</td>
</tr>
<tr>
<td>$ 750,001–$1,000,000</td>
<td>3.00</td>
</tr>
<tr>
<td>$1,000,001–$1,250,000</td>
<td>4.00</td>
</tr>
<tr>
<td>$1,250,001 and over</td>
<td>5.00</td>
</tr>
</tbody>
</table>
Mechanical Specifications and Insert Production Requirements

Mechanical Specifications–ROB Ads

ACP Hospitalist uses sheet-fed offset reproduction.

Trim Size: 8 1/4" x 10 13/16"

Binding: Saddle-Stitched

Paper Stock:

Cover: 80-lb Cenveo Gloss Text

Inside Pages: 60-lb Cenveo Gloss Text

<table>
<thead>
<tr>
<th>Ad Unit Size</th>
<th>Nonbleed Width x Depth</th>
<th>With Bleed Width x Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7&quot; x 10&quot;</td>
<td>8 5/8&quot; x 11 1/4&quot;</td>
</tr>
<tr>
<td>Full Page (trim)</td>
<td>–</td>
<td>8 1/4&quot; x 10 13/16&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 4 7/8&quot;</td>
<td>8 5/8&quot; x 5 1/16&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal (trim)</td>
<td>–</td>
<td>8 1/4&quot; x 4 7/8&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3 7/16&quot; x 10&quot;</td>
<td>3 5/8&quot; x 11 1/4&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical (trim) 13/16&quot;</td>
<td>–</td>
<td>3 7/16&quot; x 10</td>
</tr>
<tr>
<td>1/4 Page (trim)</td>
<td>3 7/16&quot; x 4 7/8&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Colors and Color Densities

On 4-color pages, only 1 color may be solid and no other color should exceed 85%. The total density of all 4 colors cannot exceed 300%.

Submitting Display Ads Electronically

If using Quark on a Mac platform:

Please supply a Press-optimized PDF, version 1.4 or lower, along with the native Quark file. Include linked images and fonts.

For more detailed instructions or if using any application other than Quark: Go to the Web site cpc.cadmus.com/ads/index.asp and follow the directions for creating a PDF.

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, we cannot guarantee placement in the issue originally requested.

Display ads created electronically should be sent on disk with color proofs and written instructions to:

ACP Hospitalist
John Carney
Advertising Production Coordinator
ACP
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419
jcarney@acponline.org

Contracts, Insertion Orders, Electronic Files, and Ad Copy to Be Sent by Advertiser

Supply electronic files, contracts, insertion orders, ad copy, and original art, together with complete mechanical and written instructions that include the name of the publication and date of insertion, to:

John Carney
Advertising Production Coordinator
ACP
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419
jcarney@acponline.org
Insert Production Requirements

- Multiple-page inserts MUST be furnished folded.

Sizes:
- 2-page tip-ins (1-leaf)
- 4-page (2-leaves)
- 8-page (4-leaves)

Folded Untrimmed:
- Low Folio, 8 3/4" x 11 1/4"
- High Folio, 8 3/4" x 11 1/4"

Trim Allowance:
- 1/8" head, 5/16" foot
- 1/8" front
- When perforation is required in an insert, 1/2" should be allowed along the gutter edge so that the insert may be removed freely from the journal. All inserts jog to the head.
- 3/8" binding lap

Tip-in Specifications:
- Trim Size 8 1/4" x 10 13/16"
- Trim Allowance Head, Face, Foot 1/8"
- Full deliverable size 8 3/8" x 11 1/16"

Stock Weights Acceptable:
- 70 lb or less (25 x 28 basis)
- Thickness not to exceed 0.004"

Miscellaneous:
- A sample or dummy of the proposed new insert must be submitted to the Advertising Production Coordinator for approval no less than 30 days before the issue date.
- A quantity of 33,000 inserts are required for each issue for domestic run only. The quantity should be verified with the Advertising Production Coordinator for each issue. The publisher does not assume responsibility for shortages of insert shipment.
- Only 1 bound-in insert and 2 tip-ins can be accepted in each issue. The bound-in insert is limited to the center spread and must be 4 pages in size.
- Insert rates may be combined with run-of-book rates for frequency discounts.
- There is no charge for insert tip-in or handling.

Shipping

All inserts for all issues of ACP Hospitalist must be shipped to:

ACP Hospitalist
Cenveo Publisher Services
2901 Byrdhill Road
Richmond, VA 23228
Attn: John Ford
John.Ford@cenveo.com
804-515-5119

The following information MUST appear on the outside of each carton:
- ACP Hospitalist
- Advertiser and product name
- Issue date for insertion
- Insert size and quantity in each carton
Journal Profile

Publisher: American College of Physicians
Executive Editor: Jennifer Kearney-Strouse
Established: 1981
Frequency: 10 times per year in print; combined July/August and November/December; weekly online.
Audience: Internists, internal medicine subspecialists
2015 Projected Circulation: 72,386

ACP Internist is the official tabloid-sized member publication of the American College of Physicians.

Audience Focus

ACP Internist is written for general internists and internal medicine subspecialists and is a benefit of paid ACP membership. Many internists are primary care physicians who provide disease prevention services, diagnosis, and treatment to adults and adolescents. Others have chosen to specialize in one of internal medicine’s 15 subspecialties: cardiology, gastroenterology, nephrology, endocrinology, hematology, rheumatology, neurology, pulmonary medicine, oncology, infectious diseases, allergy and immunology, sports medicine, critical care medicine, hospice and palliative medicine, or geriatrics. The 235,708 general internists and subspecialists working in the United States wrote approximately one billion prescriptions and are more than twice the number of family practice and general practice physicians (106,720). This group constitutes the ideal market for advertisers who wish to reach high-prescribing clinicians who treat adult patients.

Editorial Focus

Jennifer Kearney-Strouse became editor of ACP Internist in 2009. She has worked in medical publishing for 17 years, most recently as the editor of ACP Hospitalist, which she helped launch as a monthly magazine. She holds a master’s degree in journalism from Temple University.

ACP Internist features a wealth of information on the clinical and business aspects of running a practice as well as expert columnists from the medical community. Some of the highlights include:

- In-depth features on the latest news and clinical issues in internal medicine.
- A practice management section with expert commentaries and practical advice on running a practice.
- Case studies and commentary on clinical dilemmas by internationally acclaimed physician authors.
- Conference coverage from ACP’s annual meeting and other scientific meetings, focusing on subspecialties as well as health care policy.

ACP Internist won two awards in the American Society of Healthcare Publication Editors’ (ASHPE) 2014 competition, a Gold for Best Single Issue for July/August 2013 and a Bronze for Best Newsletter overall. In 2013, ACP Internist won the prestigious Publication of the Year Award in the Newsletter category from ASHPE. ASHPE recognizes editorial excellence and achievement in the field of health care publishing.

ACP Internist has a strong Web presence and interactive format and maintains an active Twitter stream. Its blog is updated daily by expert columnists and staff with posts on medical topics as well as humorous and offbeat posts. The affiliated weekly e-newsletter, ACP Internist Weekly, won a 2013 Silver Award from ASHPE for Best E-Newsletter. It keeps membership up to date on clinical guidelines, the latest research from top academic journals, Medicare news, FDA drug actions, and legislative news that affects internists. The e-newsletter also alerts readers to special features in the print edition of ACP Internist and directs them to recent items of interest in other College resources and publications.
Rates and Dates

Run-of-Book (ROB) Black-and-White Ad Rates:
Full Run

<table>
<thead>
<tr>
<th>Description</th>
<th>Tab 3/4 Page</th>
<th>1/2 Page</th>
<th>“A”-Size Page</th>
<th>1/4 Page</th>
<th>1/8 Page (1/2 Col)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,600</td>
<td>$4,655</td>
<td>$3,140</td>
<td>$3,510</td>
<td>$2,330</td>
</tr>
<tr>
<td>3x</td>
<td>$5,440</td>
<td>$4,525</td>
<td>$3,080</td>
<td>$3,400</td>
<td>$2,290</td>
</tr>
<tr>
<td>6x</td>
<td>$5,285</td>
<td>$4,385</td>
<td>$2,955</td>
<td>$3,285</td>
<td>$2,205</td>
</tr>
<tr>
<td>12x</td>
<td>$5,110</td>
<td>$4,235</td>
<td>$2,875</td>
<td>$3,165</td>
<td>$2,120</td>
</tr>
<tr>
<td>18x</td>
<td>$5,055</td>
<td>$4,210</td>
<td>$2,845</td>
<td>$3,155</td>
<td>$2,110</td>
</tr>
<tr>
<td>24x</td>
<td>$4,995</td>
<td>$4,120</td>
<td>$2,815</td>
<td>$3,100</td>
<td>$2,100</td>
</tr>
<tr>
<td>36x</td>
<td>$4,825</td>
<td>$4,015</td>
<td>$2,760</td>
<td>$3,045</td>
<td></td>
</tr>
<tr>
<td>48x</td>
<td>$4,765</td>
<td>$3,945</td>
<td>$2,705</td>
<td>$2,990</td>
<td></td>
</tr>
<tr>
<td>60x</td>
<td>$4,710</td>
<td>$3,915</td>
<td>$2,685</td>
<td>$2,975</td>
<td></td>
</tr>
<tr>
<td>72x</td>
<td>$4,680</td>
<td>$3,910</td>
<td>$2,680</td>
<td>$2,940</td>
<td></td>
</tr>
<tr>
<td>96x</td>
<td>$4,675</td>
<td>$3,840</td>
<td>$2,640</td>
<td>$2,915</td>
<td></td>
</tr>
<tr>
<td>120x</td>
<td>$4,635</td>
<td>$3,820</td>
<td>$2,610</td>
<td>$2,890</td>
<td></td>
</tr>
<tr>
<td>144x</td>
<td>$4,605</td>
<td>$3,800</td>
<td>$2,595</td>
<td>$2,870</td>
<td></td>
</tr>
<tr>
<td>168x</td>
<td>$4,580</td>
<td>$3,780</td>
<td>$2,575</td>
<td>$2,840</td>
<td></td>
</tr>
<tr>
<td>192x</td>
<td>$4,540</td>
<td>$3,760</td>
<td>$2,555</td>
<td>$2,815</td>
<td></td>
</tr>
</tbody>
</table>

Rate effective with the January 2015 issue.

Bleed is available at no extra charge.

Please refer to mechanical specifications for page size and bleed information. For rates at higher frequencies, please call the Director of Advertising Sales.

Color Charges

<table>
<thead>
<tr>
<th>Description</th>
<th>Add to Earned Black-and-White Ad Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Color (AAAA red, green, process blue, or yellow)</td>
<td>$725</td>
</tr>
<tr>
<td>Matched Color</td>
<td>$880</td>
</tr>
<tr>
<td>3 and 4 Color</td>
<td>$2,030</td>
</tr>
</tbody>
</table>

Color charges are commissionable.

Insert Rates

Only 1 bound-in insert is permitted in each issue, and a limited number of tip-ins are accepted. The bound-in insert is limited to the center spread. A quantity of 78,000 inserts is required for a full domestic run.

“A”-Size Inserts

<table>
<thead>
<tr>
<th>Size</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page</td>
<td>$ 8,980</td>
</tr>
<tr>
<td>4-Page</td>
<td>$14,775</td>
</tr>
<tr>
<td>6-Page</td>
<td>$20,905</td>
</tr>
<tr>
<td>8-Page</td>
<td>$26,470</td>
</tr>
</tbody>
</table>

Tabloid-Size Inserts

<table>
<thead>
<tr>
<th>Size</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page</td>
<td>$13,425</td>
</tr>
<tr>
<td>4-Page</td>
<td>$22,810</td>
</tr>
<tr>
<td>6-Page</td>
<td>$32,445</td>
</tr>
<tr>
<td>8-Page</td>
<td>$41,380</td>
</tr>
</tbody>
</table>

Premium Position Charges

<table>
<thead>
<tr>
<th>Description</th>
<th>Add to Earned Black-and-White Ad Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>50%</td>
</tr>
<tr>
<td>Center Spread</td>
<td>50%</td>
</tr>
<tr>
<td>Back Cover (full tabloid size only)</td>
<td>50%</td>
</tr>
<tr>
<td>Any Other Special Requested Position</td>
<td>15%</td>
</tr>
</tbody>
</table>

Rates effective with the January 2015 issue. Premium positions are contracted for a 1-year period. Failure to fulfill this contract will result in forfeiture of your right of first refusal for the forthcoming year. All commitment letters for premium positions in 2015 must be received by the Director of Advertising Sales by November 1, 2014.

Publication and Closing Dates

ACP Internist is published on the first day of the month. There are combined issues published for the months of July and August and for November and December.

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Insertion Order Date</th>
<th>Ad Materials Due to ACP Advertising Production Coordinator</th>
<th>Inserts Supplied to Cenveo Publisher Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>Dec 5</td>
<td>Dec 12</td>
<td>Dec 22</td>
</tr>
<tr>
<td>Feb</td>
<td>Jan 5</td>
<td>Jan 12</td>
<td>Jan 21</td>
</tr>
<tr>
<td>Mar</td>
<td>Feb 5</td>
<td>Feb 12</td>
<td>Feb 23</td>
</tr>
<tr>
<td>Apr</td>
<td>Mar 5</td>
<td>Mar 12</td>
<td>Mar 20</td>
</tr>
<tr>
<td>May</td>
<td>Apr 6</td>
<td>Apr 13</td>
<td>Apr 21</td>
</tr>
<tr>
<td>Jun</td>
<td>May 5</td>
<td>May 12</td>
<td>May 20</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>Jun 5</td>
<td>Jun 12</td>
<td>Jun 22</td>
</tr>
<tr>
<td>Sep</td>
<td>Aug 5</td>
<td>Aug 12</td>
<td>Aug 20</td>
</tr>
<tr>
<td>Oct</td>
<td>Sep 8</td>
<td>Sep 15</td>
<td>Sep 23</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Oct 5</td>
<td>Oct 12</td>
<td>Oct 20</td>
</tr>
</tbody>
</table>

See page 22 for Bonus Distribution
Advertising Incentive Programs

Buy 6, Get 10
An advertiser who runs advertisements in any 6 issues of ACP Internist will receive 4 additional ad units free.
- Does not apply to cover positions.
- Ads must be for the same product.
- If ads of different sizes are run, the free ads will be calculated on the average of the 6 qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count toward earned frequency and Corporate Rewards.
- This program ends with the last issue of November/December 2015.

Combo Buy
An advertiser who runs advertisements in both Annals of Internal Medicine and ACP Internist will receive a $1,000 discount per each 4-color ACP Internist tabloid page.
- Ads must be for the same product and placed in the same month’s issue.
- A full-size page in Annals of Internal Medicine and a 4-color tabloid page in ACP Internist are the minimum qualifying sizes.
- This program ends with the last issue of November/December 2015.

TRI Buy
An advertiser who runs advertisements in both Annals of Internal Medicine and ACP Internist will have the opportunity of advertising in ACP Hospitalist for only $3,000 per 4-color page.
- A full-size page in Annals of Internal Medicine and at least an "A"-size page in ACP Internist are the minimum qualifying sizes.
- Ads must be for the same product and placed in the same or the following month’s issue.
- This program ends with the last issue of November/December 2015.

Corporate Rewards
Based on gross billings in 2014, an advertiser or subsidiary will be eligible for a bonus percentage discount in 2015.

Gross billings include combined revenue for Annals of Internal Medicine; ACP Internist; ACP Hospitalist; reprints; and ads placed in ACP sponsorship publications, such as the Internal Medicine 2014 Scientific Program and Internal Medicine 2014 News.

<table>
<thead>
<tr>
<th>Gross Billings</th>
<th>Discount %</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 150,001–$250,000</td>
<td>1.25</td>
</tr>
<tr>
<td>$ 250,001–$500,000</td>
<td>1.75</td>
</tr>
<tr>
<td>$ 500,001–$750,000</td>
<td>2.50</td>
</tr>
<tr>
<td>$ 750,001–$1,000,000</td>
<td>3.00</td>
</tr>
<tr>
<td>$1,000,001–$1,250,000</td>
<td>4.00</td>
</tr>
<tr>
<td>$1,250,001 and over</td>
<td>5.00</td>
</tr>
</tbody>
</table>

Corporate Incentive Programs
Mechanical Specifications and Insert Production Requirements

Mechanical Specifications—ROB Ads

ACP Internist uses Web offset reproduction.
Trim Size: 10 7/8" x 14 7/8"
Binding: Saddle-Stitched
Paper Stock: St. Regis 40 lb Advocate Gloss

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Trim Size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;King&quot; Page</td>
<td>10 7/8&quot; x 14 7/8&quot;</td>
</tr>
<tr>
<td>&quot;King Spread&quot;</td>
<td>22 3/4&quot; x 14 7/8&quot;</td>
</tr>
<tr>
<td>&quot;A&quot; Page</td>
<td>7 3/8&quot; x 9 5/8&quot;</td>
</tr>
<tr>
<td>3/4 Horizontal (4 columns)</td>
<td>9 7/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>3/4 Vertical (3 coloolumns)</td>
<td>7 1/8&quot; x 13&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal (4 columns)</td>
<td>9 7/8&quot; x 6 5/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>20 3/4&quot; x 6 5/8&quot;</td>
</tr>
<tr>
<td>1/2 Vertical (2 columns)</td>
<td>4 7/8&quot; x 13&quot;</td>
</tr>
<tr>
<td>1/4 Horizontal (3 columns)</td>
<td>7 3/8&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/4 Vertical (1 column)</td>
<td>2 5/16&quot; x 13&quot;</td>
</tr>
<tr>
<td>1/8 Vertical</td>
<td>2 5/16&quot; x 6 5/8&quot;</td>
</tr>
</tbody>
</table>

*For Bleed, please add at least 1" to all 4 sides of trim size.

Colors and Color Densities

On 4-color pages, only 1 color may be solid and no other color should exceed 85%. The total density of all 4 colors cannot exceed 300%.

Contracts, Insertion Orders, Electronic Files, and Ad Copy to Be Sent by Advertiser

Supply electronic files, contracts, insertion orders, ad copy, and original art, together with complete mechanical and written instructions that include the name of the publication and date of insertion, to:

John Carney
Advertising Production Coordinator
ACP
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419
jcarney@acponline.org

Submitting Display Ads Electronically

If using Quark on Mac platform:

Please supply a Press-optimized PDF, version 1.4 or lower, along with the native Quark file. Include linked images and fonts.

For more detailed instructions or if using any application other than Quark go to the Web site cpc.cadmus.com/ads/index.asp and follow the directions for creating a PDF.

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, we cannot guarantee placement in the issue originally requested.

Display ads created electronically should be sent on disk with color proofs and written instructions to:

ACP Internist
John Carney
Advertising Production Coordinator
ACP
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419
jcarney@acponline.org

Insert Production Requirements

- Multiple-page inserts MUST be furnished folded.
- Publication will accept one 4- or 8-page insert and a limited number of 2-page tip-ins per issue as follows:

Sizes:
- Tabloid Size (4, 8 pages)

Untrimmed:
- High Folio and Closed Head, 11 1/4" x 15 1/4"
- Trimmed:
  - 10 7/8" x 14 7/8"
  - "A"-Page Size (4, 8 pages) Trim, 8" x 11"
  - Tip-In Size: Minimum 8" x 10"; Maximum 10 1/2" x 14"

Trim Allowance:
- All 4-page undersize inserts to be furnished folded and trimmed.
- All 8-page undersize inserts to be furnished folded and trimmed with closed head.

Stock Weights Acceptable:
- 70 lb or less (25 x 28 basis)
- Thickness not to exceed 0.004"

Keep Inserts Separate:
- Multiple-issue supplies or 2 different kinds of an insert must be separated individually and the quantity per issue noted.
- Separation can be attained by skidding separately or by placing a definitive divider.
Mechanical Specifications and Insert Production Requirements

Miscellaneous:
- A sample or dummy of the proposed new insert must be submitted to the Advertising Production Coordinator for approval no less than 30 days before the issue date.
- A quantity of 78,000 inserts is required for each issue. This quantity should be verified with the Advertising Production Coordinator for each issue. The publisher does not assume responsibility for shortages of insert shipment.
- It may be necessary to limit the number of supplied inserts or tips-ins per issue. If this occurs, clients will be given the option to run the insert in the next available issue.
- Insert rates may be combined with run-of-book rates for frequency discounts.
- There is no charge for insert tip-in or handling.

Shipping
All inserts for all issues of ACP Internist must be shipped to:

ACP Internist
Cenveo Publisher Services
2901 Byrdhill Road
Richmond, VA 23228
Attn: John Ford
John.Ford@cenveo.com
804-515-5119

The following information MUST appear on the outside of EACH carton:
- ACP Internist
- Advertiser and product name
- Issue date for insertion
- Insert size and quantity in each carton
ACP Advertising Policies

Agency Commission
15% net 30 days.

Earned Rate Policy
ACP will continue to calculate earned frequencies on the basis of an individual advertiser’s parent company’s (and related subsidiaries’) total pages placed in all ACP publications. The total number of full or fractional pages used in any ACP journal within the contract year determines the frequency rate.

Advertisers will be billed at the 1-time rate unless they send a contract or letter to the Director of Advertising Sales stating the number of pages that will be used in a 12-month period. Subsidiaries and/or parent companies considered as 1 advertiser are entitled to a combined rate when requested. Insert rates may be combined with run-of-book rates for calculating frequency discounts.

All contracts are based on a calendar year (January through December) unless otherwise requested in writing.

Payment Policy
Prepayment may be required on or before the closing date for the first 3 advertisements for new clients. Appropriate credit referrals may be requested.

Short Rates and Rebates
If the number of ad pages contracted for are not used within a 12-month period (from contract start date), the advertiser will be short-rated. Advertisers will receive a rebate if, within the 12-month period, they have used sufficient additional insertions to earn a lower rate than that which they had been billed. The publisher agrees that there are no hidden rates, rebates, or agreements affecting rates and that rates stated are minimum.

Advertising Incentive Programs
Advertisers are responsible for managing and advising publisher of advertising incentive program usage.

Ad Placement
Competitive products are separated by no fewer than 4 pages, contingent on the requirements of a specific issue. Inserts in Annals are placed at form breaks. Inserts in ACP Internist and ACP Hospitalist are placed in the center spread only and tip-ins are placed at form breaks. Annals advertisements are placed within the front and back sections, separated by the editorial section.

Every attempt is made to rotate the run-of-book ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

General Guidelines
- Ads will be accepted for products or services not in any of the categories listed below in Acceptable Advertising for Products and Services but closely related to the practice of medicine, provided they meet all other requirements.
- ACP does not assume responsibility concerning advertisers or their positions, practices, services, or products, nor does the publication of advertisements constitute or imply endorsement.
- ACP is not liable for failure to print, publish, or circulate any accepted ad. ACP will try to place such ads in subsequent issues of ACP publications.
- ACP reserves the right to hold the advertiser and/or its ad agency jointly and separately liable for money due and payable to the publisher.
- ACP reserves the right to change its advertising policies at any time.
- For products not previously advertised in ACP publications and for products previously advertised but being submitted with new copy or layout, the following must be submitted to the Advertising Production Coordinator at least 2 weeks before closing date:
  - 2 copies of the proposed ad.
  - 2 copies of the FDA-approved package insert for pharmaceuticals and biologicals.
- Ads containing claims for superiority must be supported by evidence available to ACP and to readers of ACP publications upon request.
- For ads containing citations, the following parameters apply:
  1. Reference material should be published or in press.
  2. Cited material may not reference articles “submitted for publication” or “data on file.” To be accepted, citations must reference the title of the article, publication, and date, or include a URL address where the citation may be found.

Acceptable Advertising for Products and Services
Advertising will be accepted for products or services directly relevant to the practice of medicine, including:
- Products approved by the FDA for prescription or application by physicians and announcement advertising for pending products that comply with FDA guidelines.
- Drugs approved by the FDA for nonprescription (over-the-counter) sales.
- Nutritional products, if the ad relates the product to medical care and the promotion of good health.
- Equipment directly applicable to medical practice, such as diagnostic devices; devices with scientifically established efficacy; and equipment, hardware, and software for practice or business management.
ACP Advertising Policies

- Books, journals, and products related to the acquisition of medical information.
- Medical services and physician-support services.
- Medical positions offered and sought.
- Any ACP-approved product, program, or service.

Acceptable Advertising for Institutions and Classifieds

- Advertising will be accepted as a service and must be relevant to the practice of medicine or services directed to physicians, such as public service messages or positions with equal opportunity employers.

Unacceptable Advertising

- Ads for tobacco products.
- Ads not in accord with the ethical principles of the ACP Ethics Manual and College policy.
- Ads that convey ethnic, religious, gender, sexual orientation, or age bias or prejudice.
- Ads that resemble editorial material, content, or format.
- Ads for drugs and diagnostic tests that are not FDA approved for general use.
- Ads that represent or imply single sponsorship of editorial content.
- Ads that contain exaggerated or extravagantly worded copy.

Rights Reserved by ACP

- To seek the opinions of consultants in determining the eligibility of products and suitability of claims. ACP expects the medical department of a company to approve both product and ad copy before submission.
- To require submission of scientific documentation that supports the medical use of any product represented by a submitted ad.
- To reject any ad or classified notice.
- To make the final decision regarding the acceptability of all products, ad copy, and services to be advertised or exhibited.
- To change these standards in light of developments in medicine and industry.
- To request a change in position for an ad if the ad will be adjacent to related editorial material.
Bonus Distribution
ACP will be exhibiting and distributing bonus copies of Annals of Internal Medicine, ACP Hospitalist, and ACP Internist at the following meetings:

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Annals of Internal Medicine Issue</th>
<th>ACP Hospitalist Issue</th>
<th>ACP Internist Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Medicine Meeting 2015</td>
<td>21-Apr</td>
<td>April</td>
<td>April</td>
</tr>
<tr>
<td>Pri-Med South, Ft. Lauderdale, FL</td>
<td>20-Jan</td>
<td>January</td>
<td>January</td>
</tr>
<tr>
<td>American College of Cardiology</td>
<td>3-Mar</td>
<td>February</td>
<td>March</td>
</tr>
<tr>
<td>Pri-Med Southwest, Houston, TX</td>
<td>17-Feb</td>
<td>February</td>
<td>March</td>
</tr>
<tr>
<td>Pri-Med West, Anaheim, CA</td>
<td>17-Mar</td>
<td>March</td>
<td>March</td>
</tr>
<tr>
<td>Society of Hospital Medicine</td>
<td>17-Mar</td>
<td>March</td>
<td>March</td>
</tr>
<tr>
<td>Digestive Disease Week</td>
<td>5-May</td>
<td>April</td>
<td>May</td>
</tr>
<tr>
<td>American Society of Clinical Oncology</td>
<td>19-May</td>
<td>May</td>
<td>May</td>
</tr>
<tr>
<td>American Diabetes Association</td>
<td>2-Jun</td>
<td>May</td>
<td>May</td>
</tr>
<tr>
<td>Infectious Diseases Society of America</td>
<td>6-Oct</td>
<td>Sep</td>
<td>Sep</td>
</tr>
<tr>
<td>Pri-Med East, Boston, MA</td>
<td>1-Sep</td>
<td>Sep</td>
<td>Sep</td>
</tr>
<tr>
<td>Pri-Med Midwest, Rosemont, IL</td>
<td>15-Sep</td>
<td>October</td>
<td>October</td>
</tr>
<tr>
<td>American College of Chest Physicians</td>
<td>20-Oct</td>
<td>October</td>
<td>October</td>
</tr>
<tr>
<td>American Society of Nephrology</td>
<td>3-Nov</td>
<td>October</td>
<td>October</td>
</tr>
<tr>
<td>American College of Rheumatology</td>
<td>20-Oct</td>
<td>October</td>
<td>October</td>
</tr>
</tbody>
</table>

Additional meetings to be announced.

Bonus copies of the 3 publications will be available at meetings of ACP chapters held throughout the year. These meetings are regularly attended by member and nonmember internists.

Classified Advertising
Classified advertising and physician products and services ads are accepted by ACP publications as a service to our readers. For more information, please contact Margaret Gardner at 215-351-2768 or Maria Fitzgerald at 215-351-2667 or visit our Web site at www.acponline.org/careers.

Advertising Information and Complimentary Copy Requests
To be added to the complimentary copy list for one of our journals, contact:

Kevin A. Bolum
Director of Advertising Sales
American College of Physicians
190 N. Independence Mall West
Philadelphia, PA 19106
E-mail: kbolum@acponline.org
Phone: 215-351-2440
Fax: 215-351-2686

Reprints
Reprints of ACP publications are available in print form and for online use by contacting Helen Canavan, Reprint Coordinator, at 215-351-2663 (phone), 215-351-2686 (fax), or hcanavan@acponline.org or reprints@acponline.org.

For international and translated reprints contact:
Ray Thibodeau
Content Ed Net
Ray.Thibodeau@contentednet.com
267-895-1758 (phone)

Mailing Lists
Member list and subscription list for ACP publications are available for purchase. For information and cost, please contact ACP’s list broker, Medical Marketing Service, Inc., at sales@mmslist.com or 800-633-5478.
The American College of Physicians Digital Network

The ACP Digital Network is comprised of four Websites, five e-mail offerings, and a mobile app. The network provides advertisers with an exceptional opportunity to reach their target audience in multiple locations along with the flexibility to optimize placements for the greatest performance possible. With ad positions above the fold, placement within the ACP network ensures that no impressions are wasted and that ads are delivered to trusted Web properties with professional audiences. Sites included in the network are:

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ACP Web Sites

**Annals.org**

Annals.org is the online presence of *Annals of Internal Medicine*, the most highly cited peer reviewed journal in internal medicine.

Annals.org publishes practice-defining studies, cutting edge commentary, and evidence based reviews. Annals.org offers opportunities for readers to interact with authors, editors, and each other. The site delivers a mix of material that addresses the science and art of medicine and helps physicians improve the health of their patients.

**ACPOnline.org**

ACPOnline.org is the gateway for the 141,000 members of the American College of Physicians. The site highlights the benefits afforded to members and provides links to all of the resources available to them, including clinical information, education and recertification materials, and practice management tools.
ACP Web Sites

ACP Hospitalist.org

ACP Hospitalist.org covers the latest trends in hospital medicine, including advances in health technology, clinical controversies, staffing and scheduling, salary trends, reimbursement trends affecting hospitalists, patient safety and quality of care, evidence-based medicine, new drug approvals, practice opportunities, CME opportunities, and physician products and services. The ACP Hospitalist.org blog is updated regularly with news and commentary on hospital medicine.

ACP Internist.org

ACP Internist has a strong Web presence with ACP Internist.org, which provides news and information for internists about the practice of medicine and the policies, products, and activities of ACP. In addition to displaying the content of the month’s print issue, ACP Internist.org features a blog that is updated daily, an active Twitter stream, and other interactive features.
ACP Digital Sponsorship Opportunities

Annals.org Homepage Roadblocks

Own 100% of the digital advertising space on the Annals.org homepage through this exclusive advertising opportunity consisting of a top banner (728 x 90) and a side box (300 x 250). Each homepage roadblock lasts for two weeks to coincide with the release of each new issue of *Annals of Internal Medicine*.

Interstitial Advertising

A high performance, unique sponsorship opportunity that puts your ad front and center in an exclusive placement on ACP sites, interstitial sponsorships help advertisers command a user’s attention. Each Interstitial sponsorship lasts for a two-week period to coincide with the release of each print issue.

Annals iPad Edition

The latest addition to ACP’s digital opportunities is the *Annals* iPad app, which lets advertisers reach their target audience on the go. Featuring the latest content from *Annals of Internal Medicine* as well as other ACP publications, the Annals iPad edition is an ideal way to reach physicians utilizing the latest technology. More than 33,000 user downloads show that the Annals iPad edition is a regular destination for physicians who want to stay up to date with the latest *Annals* content—no matter where they are.
ACP Electronic Newsletter Opportunities

Reach a mass audience in their inbox with ACP e-mailed newsletter opportunities. ACP provides both ACP members and nonmembers with opt-in e-mail updates that keep subscribers up to date with the latest information available from ACP. With 100% share of voice and above-average open rates, ACP e-mails are a great way for advertisers to expand their reach.

- **Annals’ First Look (Electronic Table of Contents)**
  - Provides subscribers with an early notification of the table of contents for the upcoming issue of Annals of Internal Medicine. This electronic notification is e-mailed twice monthly to subscribers and members who have asked to receive it.

- **ACP Internist Weekly**
  - Keeps our membership up to date on Medicare news, FDA drug actions, clinical guidelines, and the latest research from top academic journals. The e-newsletter also alerts readers to special features in the print edition of ACP Internist and directs them to other online resources and exclusive Web content, such as our highly acclaimed supplements on specific diseases.

- **ACP Hospitalist Weekly**
  - Delivers a summary of the week's most compelling news stories for hospitalists, including the latest research and clinical news as well as regulatory alerts and practice-improvement tips. The service is invaluable to busy hospitalists who may not have time to scan the many scientific journals and other medical publications that come across their desks.

- **Internal Medicine Meeting 2015 News**
  - Provides on-site coverage of Internal Medicine 2015, April 30—May 2, 2015. This daily e-newsletter, sent to attendees as well as nonattendees, offers updates from the meeting, including breaking news, coverage of noteworthy sessions, and information on upcoming events.

- **ACP Diabetes Monthly**
  - **ACP Diabetes Monthly** delivers a monthly summary of the most compelling news stories about diabetes, including the latest research and clinical news, regulatory alerts, practice-improvement tips, clinical guidelines, and FDA drug actions. The e-newsletter is delivered on the second Friday of the month and is invaluable to busy clinicians.

- **ACP Advocate**
  - The ACP Advocate e-newsletter is edited by ACP’s Washington, DC, Governmental Affairs Division. ACP Advocate is a bi-weekly, e-newsletter that provides ACP members with news about public policy issues affecting internal medicine and patient care.

For rates and specifications, pharmaceutical advertisers should contact:

Kevin Bolum
kbolum@acponline.org
215-351-2440
ACP Custom Publishing

ACP offers a wide variety of specialty publishing opportunities to aid in brand building and product awareness. Please contact the Director of Advertising Sales for more information about advertising and sponsorship opportunities, such as:

Sponsored subscriptions
- We will deliver a subscription of *Annals of Internal Medicine* with your 4-8 page, 4-color cover wrapped around the journal to your targeted list of physicians.* Your creative will be transferred to the 4-color cover wrap, resulting in the look and feel of a premium cover position, as well as cover 2, cover 3, and cover 4 premium positions, so your message is always seen by the readers.
- Programs are available in 3- and 6-month subscriptions. Your target audience is recruited via phone, fax, or sales representative contact. Physicians are given a choice of journals to which they do not already subscribe, helping the vehicle cut through desk clutter.
- *Annals of Internal Medicine*, *ACP Hospitalist*, and *ACP Internist* are eligible for this program.

Belly band and cover tip programs
- Belly bands allow you to place your message on a 4"-wide strip across the front and back of our publication. The belly band must be removed by the reader to gain full access to the publication’s content. Belly bands can be secured on an issue-by-issue basis and placed on ACP member subscriptions or your targeted list.
- Cover tips offer an outstanding opportunity to appear on the cover of the magazine, increasing your products’ exposure and recognition.
- *ACP Hospitalist* and *ACP Internist* are eligible for this program.

Annals of Internal Medicine International and Canadian Edition
- Reach ACP members and *Annals of Internal Medicine* subscribers who reside in other countries by sponsoring the international edition of *Annals of Internal Medicine*.

*Members of the American College of Physicians and subscribers to *Annals of Internal Medicine* are excluded from this offering.

**All ride alongs are subject to the publisher’s approval.

Sponsorship of CME and promotional special advertising inserts
- You can enclose your promotional advertisement, educational monograph, or educational CD-ROM as a ride along with our printed journals.** Materials that are polybagged with our journals grab the attention of the recipient physician.
- *Annals of Internal Medicine*, *ACP Hospitalist*, and *ACP Internist* are eligible for this program.
Journal Profile

Publisher: American College of Physicians
Editor: Jennifer Kearney-Strouse
Established: 2001
Frequency: 3 times (Thursday, Friday, Saturday)
Audience: Attendees of Internal Medicine 2015
Circulation: Paid 7,500 per issue

The American College of Physicians, the world’s largest medical specialty organization, will hold its national medical conference, Internal Medicine Meeting 2015, in Boston, Massachusetts, from April 30 through May 2, 2015. With more than 200 CME offerings presented, Internal Medicine Meeting 2015 will attract more than 7,000 physicians from internal medicine or one of its subspecialties, medical students, and other health professionals from the United States and around the world.

Internal Medicine Meeting 2015 News is the official publication of Internal Medicine Meeting 2015. Internal Medicine Meeting 2015 News provides timely information from leadership meetings, summaries of the keynote address and other highlighted sessions, exhibit hall listings and map, last-minute schedule changes, and other pertinent information to increase the satisfaction of physicians attending the 3-day meeting.

Attendees rely on Internal Medicine Meeting 2015 News to make last-minute plans, review the previous day’s lectures, or choose the symposia they want to attend.

Audience Focus

Internal Medicine Meeting 2015 News is written to help the busy attendees of ACP’s Internal Medicine Meeting 2015 maximize their experience at the meeting. Over 75% of the attendees at ACP’s annual meetings are general internists, another 15% represent the 15 internal medicine subspecialties, and about 8% are medical students and other health care professionals.

The goal of the ACP meeting is to provide internists with practical medical knowledge for improving patient care. Sessions are varied and appeal to physicians with different learning styles. There are large and small lectures, informal workshops, interactive case-based sessions that use an audience-response system, informal discussions with expert faculty at breakfast and lunch sessions, and clinical applications at hands-on computer tutorials. The Herbert S. Waxman Clinical Skills Center offers physicians the opportunity to update skills and learn techniques in physical examination, communication skills, office-based procedures, and more. Advertising in Internal Medicine Meeting 2015 News ensures that your message is seen by physicians who are on the front lines of patient care and helps you to accomplish the following:

- Increase traffic to your booth.
- Advertise your industry-supported symposia.
- Announce new products.

Distribution

This year, ACP will publish Internal Medicine Meeting 2015 News on Thursday, Friday, and Saturday. Internal Medicine Meeting 2015 News will be handed out to attendees as they walk into the lobby and placed in strategically located bins throughout the convention center. In addition, Internal Medicine Meeting 2015 News will be placed on the buses that attendees ride to the Boston Convention Center. Attendees will have no trouble keeping current on meeting news and your news.

Contracts, Insertion Orders, Electronic Files, and Ad Copy to Be Sent by Advertiser

Supply electronic files, contracts, insertion orders, ad copy, and original art, together with complete mechanical and written instructions that include the name of the publication and date of insertion, to:

John Carney
Advertising Production Coordinator
ACP
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419
jcarney@acponline.org
Rates and Dates

**Internal Medicine Meeting 2015 News 3-Day Advertising Rates***

<table>
<thead>
<tr>
<th>Description</th>
<th>Display Rates</th>
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<tbody>
<tr>
<td>Tabloid</td>
<td>$9,320</td>
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<td>“A” Size</td>
<td>$6,385</td>
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<tr>
<td>3/4 Page</td>
<td>$7,105</td>
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<tr>
<td>1/2 Page</td>
<td>$5,910</td>
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<td>1/4 Page</td>
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*Rates include all 3 issues.

**Color Charges**

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<tr>
<td>Second Color</td>
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<tr>
<td>Matched Color</td>
<td>$710</td>
</tr>
<tr>
<td>3 or 4 Color</td>
<td>$1,110</td>
</tr>
</tbody>
</table>

**Internal Medicine Meeting 2015 News Insert Options**

This year, Internal Medicine Meeting 2015 News offers 2 high-profile insert options to present your message.

- **Tabloid Raffle Advisory Insert**
  ACP will include a date-specific raffle advisory on heavy stock in each Internal Medicine Meeting 2015 News issue. This single tabloid-size insert will extend 1/2” beyond the top and right edges of the newspaper and will contain daily raffle information. The front side of the insert will be printed with your tabloid-size advertisement. The back side will contain information about the raffle prizes and the location of the raffle booth. Attendees will have to register daily to be eligible for daily prize drawings. Past years’ experience has shown that attendees are eager to participate in these ACP-sponsored raffles. Your advertisement will receive high-priority attention.

- **A-Size Insert or Blow-In**
  You may provide an A-size or smaller insert or a blow-in for inclusion in Internal Medicine Meeting 2015 News each day. This option provides you with the opportunity to announce your product, booth, or symposium in full color to our attendees. Or, you could provide a printed reference card with valuable information for our attendees to use in their practices.

**Insert Rates**

<table>
<thead>
<tr>
<th>Insert</th>
<th>Rate for Single Day</th>
<th>Rate for 3 Days</th>
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</thead>
<tbody>
<tr>
<td>Raffle Advisory Insert</td>
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<td>$30,900</td>
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<tr>
<td>2-Page A-size Insert or Blow In</td>
<td>$ 8,115</td>
<td>$19,865</td>
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Insertions in Internal Medicine Meeting 2015 News count toward earned frequency and bonus programs.

**Premium Positions**

Internal Medicine Meeting 2015 News offers a variety of premium positions, including belly bands.

<table>
<thead>
<tr>
<th>Premium Positions</th>
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<tbody>
<tr>
<td>Back Cover</td>
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<td>Inside Front Cover</td>
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<tr>
<td>Center Spread 2 pages</td>
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<tr>
<td>Front cover Strip Ad (2&quot; x 10&quot;)</td>
<td>$10,320</td>
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<tr>
<td>Belly Band*</td>
<td>$11,885</td>
</tr>
</tbody>
</table>

*Does not include the belly band printing.

**Special Offer**

When you advertise in an April 2015 issue of Annals of Internal Medicine, ACP Hospitalist, or ACP Internist, you will receive a 10% discount off the same ad in Internal Medicine Meeting 2015 News.

These conditions apply:
- A full page is the minimum qualifying size.
- Ads must be identical.
- Advertisements must be booked at the same time and on the same insertion order.

**Closing Dates**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Issue</th>
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<tbody>
<tr>
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<td>2015 News</td>
<td>Apr 21</td>
<td>Mar 20</td>
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<td>Annals of Internal Medicine</td>
<td>Apr</td>
<td>Mar 5</td>
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<td>ACP Hospitalist</td>
<td>Apr</td>
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**Specifications for Internal Medicine Meeting 2015 News**

Internal Medicine Meeting 2015 News uses Web offset reproduction.

Trim Size: 11” x 15”

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<tr>
<td>“A”-Size Page</td>
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<tr>
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<tr>
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</tr>
<tr>
<td>Bellyband</td>
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ACP Internal Medicine Meeting 2015 Support Opportunities

ACP Internal Medicine Meeting 2015 will be held in Boston, Massachusetts, from April 30 through May 2, 2015. The more than 200 scientific sessions offered at our meeting annually attract thousands of practicing physicians, 75% of whom are directly involved in primary patient care.

Many sponsorship opportunities are available at Internal Medicine Meeting 2015. Sponsoring one of these ACP events guarantees that your company and your support of our meeting are recognized and that your message is among those noticed by attendees.

Be sure to check ACP’s Web site at im2015.acponline.org/meetingsupport or call the Director of Advertising Sales for details about these and other sponsorships:

- Internal Medicine Meeting 2015 Print Promotions
- ACP Doctor’s Dilemma™ Competition
- Physician Registration Areas
- Exhibit Hall Aisle Signs
- Medical Students, Associates, and Young Physicians Hospitality Area
- Daily Coffee and Afternoon Refreshment Break
- Cyber Center
- Clinical Skills Center
- FACP/MACP Lounge
- Video Walls
- Internal Medicine Meeting 2015 App
- Entrance Carpet
- Audience-Response System
<table>
<thead>
<tr>
<th>Contact</th>
<th>Phone</th>
<th>E-Mail</th>
<th>Fax</th>
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<tbody>
<tr>
<td>Advertising and Sales</td>
<td></td>
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</tr>
<tr>
<td>Kevin A. Bolum</td>
<td>215-351-2440</td>
<td><a href="mailto:kbolum@acponline.org">kbolum@acponline.org</a></td>
<td>215-351-2686</td>
</tr>
<tr>
<td>Director of Advertising Sales</td>
<td></td>
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</tr>
<tr>
<td>Jeannie Frank Teller</td>
<td>215-351-2441</td>
<td><a href="mailto:jteller@acponline.org">jteller@acponline.org</a></td>
<td>215-351-2686</td>
</tr>
<tr>
<td>Administrator</td>
<td></td>
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</tr>
<tr>
<td>Kenneth D. Watkins III</td>
<td>973-785-4839</td>
<td><a href="mailto:kwatkins@watkinsrepgroup.com">kwatkins@watkinsrepgroup.com</a></td>
<td>973-785-8884</td>
</tr>
<tr>
<td>Watkins Representation Group</td>
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<tr>
<td>Advertising Operations</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Brian Barker</td>
<td>215-351-2662</td>
<td><a href="mailto:bbarker@acponline.org">bbarker@acponline.org</a></td>
<td>215-351-2686</td>
</tr>
<tr>
<td>Advertising Operations Manager</td>
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<tr>
<td>Production and Billing—Print</td>
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</tr>
<tr>
<td>John Carney</td>
<td>215-351-2419</td>
<td><a href="mailto:jcarney@acponline.org">jcarney@acponline.org</a></td>
<td>215-351-2686</td>
</tr>
<tr>
<td>Advertising Production Coordinator</td>
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<tr>
<td>Production and Billing—Digital</td>
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<tr>
<td>Craig Ternowcheck</td>
<td>215-351-2664</td>
<td><a href="mailto:cternowchek@acponline.org">cternowchek@acponline.org</a></td>
<td>215-351-2686</td>
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<tr>
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<tr>
<td>Classified Display Sales</td>
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<tr>
<td>Margaret Gardner</td>
<td>215-351-2768</td>
<td><a href="mailto:mgardner@acponline.org">mgardner@acponline.org</a></td>
<td>215-351-2685</td>
</tr>
<tr>
<td>Advertising Account Executive</td>
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<tr>
<td>Maria Fitzgerald</td>
<td>215-351-2667</td>
<td><a href="mailto:mfitzgerald@acponline.org">mfitzgerald@acponline.org</a></td>
<td>215-351-2738</td>
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<tr>
<td>Reprint Sales</td>
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<tr>
<td>Helen Canavan</td>
<td>215-351-2663</td>
<td><a href="mailto:hcanavan@acponline.org">hcanavan@acponline.org</a></td>
<td>215-351-2686</td>
</tr>
<tr>
<td>Reprint Coordinator</td>
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<tr>
<td>Internal Medicine Meeting 2015</td>
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<tr>
<td>Teresa Lerch</td>
<td>215-351-2542</td>
<td><a href="mailto:tlerch@acponline.org">tlerch@acponline.org</a></td>
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<tr>
<td>Exhibit Program Manager</td>
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<tr>
<td>Exhibit Space and Symposia</td>
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<tr>
<td>Kevin A. Bolum</td>
<td>215-351-2440</td>
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<tr>
<td>Director of Advertising Sales</td>
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<td>Internal Medicine 2015 Sponsorships</td>
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