

ACP INTERNIST

2009 Advertising Rate Card

Journal Profile

Publisher: American College of Physicians

Editor: Janet Colwell

Established: 1981

Frequency: 10 times per year
Combined July/August & November/December

Audience: Internists, Internal Medicine Subspecialists

Circulation: 79,321

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

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 their practice in one of internal medicine's 14 subspecialties: cardiology, gastroenterology, nephrology, endocrinology, hematology, rheumatology, neurology, pulmonary disease, oncology, infectious diseases, allergy and immunology, sports medicine, critical care medicine, or geriatrics. The number of general internists and subspecialists in the United States grew by 4% to 217,103 between July 1, 2007 and July 1, 2008. There are currently twice as many general internists and subspecialists as family physicians (102,041), and last year internists wrote nearly half a billion prescriptions. This group constitutes the ideal market for advertisers who wish to reach high-prescribing clinicians treating adult patients.



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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

1. Editorial Focus



Janet Colwell spent almost 20 years working for health care, business, and other news publications prior to joining ACP. She was senior writer for *ACP Internist* for 3 years before being promoted to editor in July 2007. Since assuming her current position, Janet has overseen the publication's redesign in print and online, launched the publication's first blog, and initiated several new departments and features. She is also executive editor of *ACP Internist's* sister publication, *ACP Hospitalist*.

ACP Internist was completely redesigned in 2008, with a bright, modern look; expanded departments; and new editorial features. In addition to award-winning reporting*, *ACP Internist* features expert columnists from the medical community, an interactive format, and a wealth of information on the clinical and business aspects of running a practice. Some of the highlights include:

- Case studies and commentary on clinical dilemmas by an internationally acclaimed physician author;
- An interactive, case-based ethics forum featuring commentary by world-renowned medical ethics experts from Harvard, ACP, and other prominent institutions, as well as reader feedback;
- An extensive practice management section with expert commentaries, letters from readers, and practical advice on running a practice;
- A blog updated daily by expert columnists and staff on a variety of medical topics as well as humorous and offbeat posts; and
- A regular look at national trends in health care presented in easy-to-read graphs and charts.

ACP Internist has a strong Web presence and interactive format. Our affiliated weekly e-newsletter, the award-winning *ACP Internist Weekly***, keeps our membership up to date on Medicare news, FDA drug actions, clinical guidelines, the latest research from top academic journals, and legislative news affecting 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.

ACP Internist is a vital resource for the general internist as well as the many subspecialists who receive the publication, including:

- Cardiologists
- Endocrinologists
- Gastroenterologists
- Rheumatologists
- Geriatricians
- Hematologists
- Infectious Disease specialists
- Oncologists
- Pulmonologists
- Critical Care specialists
- Nephrologists
- Allergists/Immunologists
- Sports Medicine specialists
- Neurologists

* *ACP Internist's* senior writer won a 2008 Society of National Association Publications (SNAP) award and a 2008 Pennsylvania Women's Press Association's Excellence in Journalism award for excellence in feature writing.

** *ACP Internist Weekly* won a 2007 SNAP award for general excellence in online publishing and electronic newsletters.

2. 2009 Advertising Incentive Programs

Stretch your advertising dollars with our incentive programs effective January 1, 2009.

Corporate Rewards

Based on gross billings in 2008, an advertiser or subsidiary will be eligible for a bonus percentage discount in 2009. 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 2008 *Scientific Program* and *Internal Medicine 2008 News*.

Corporate Rewards Plus

An advertiser who qualified in 2008 for a Corporate Rewards incentive in 2009 is eligible for additional savings through Corporate Rewards Plus. Beginning with the 2009 issue following the issue in which an advertiser's gross advertising and reprint expenditure exceeds its 2008 gross, the advertiser will be afforded the next highest earned savings for all additional 2009 dollars that surpass the 2008 amount.

Gross Billings	Discount %
\$150,001—\$250,000	1.25
\$250,001—\$500,000	1.75
\$500,001—\$750,000	2.50
\$750,001—\$1,000,000	3.00
\$1,000,001—\$1,250,000	4.00
\$1,250,001 and over	5.00

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.
- 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 2009.

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.
- This program ends with the last issue of November/December 2009.

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 8 qualifying ad units.
- A full page is the minimum qualifying size.
- Free ads count towards earned frequency and corporate rewards.
- This program ends with the last issue of November/December 2009.

Royal Buy

An advertiser who wants a king/tabloid advertisement in *ACP Internist* but has an "A"-size ad unit layout can have that ad unit enlarged to the larger king/tabloid size for free.

- Materials must be submitted 10 business days before insertion order due date shown in the schedule of Closing Dates on page 5.
- Advertiser may take advantage of the Combo Buy.
- Advertiser is billed at the earned frequency rate for the tabloid page size.
- This program ends with the last issue of November/December 2009.

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

Des.	Tab. Page	3/4 Page	1/2 Page	"A" size Page	1/4 Page	1/8 Page (1/2 Col.)
1x	\$4,735	\$3,935	\$2,665	\$2,970	\$1,970	\$1,495
3x	\$4,605	\$3,830	\$2,600	\$2,875	\$1,935	\$1,455
6x	\$4,465	\$3,705	\$2,505	\$2,775	\$1,865	\$1,340
12x	\$4,320	\$3,585	\$2,425	\$2,680	\$1,790	\$1,250
18x	\$4,275	\$3,560	\$2,405	\$2,670	\$1,785	\$1,245
24x	\$4,225	\$3,480	\$2,380	\$2,620	\$1,775	—
36x	\$4,080	\$3,400	\$2,340	\$2,575	—	—
48x	\$4,025	\$3,330	\$2,285	\$2,530	—	—
60x	\$3,985	\$3,305	\$2,265	\$2,520	—	—
72x	\$3,960	\$3,300	\$2,260	\$2,495	—	—
96x	\$3,955	\$3,255	\$2,230	\$2,465	—	—
120x	\$3,920	\$3,235	\$2,210	\$2,440	—	—
144x	\$3,895	\$3,215	\$2,195	\$2,420	—	—
168x	\$3,870	\$3,195	\$2,180	\$2,400	—	—
192x	\$3,840	\$3,170	\$2,165	\$2,380	—	—

Rates are effective with the January 2009 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.

4. Insert Rates

Only one 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 97,000 inserts is required for a full domestic run.

"A"-Size Inserts

Size	Total
2-Page	\$7,570
4-Page	\$12,495
6-page	\$17,680
8-Page	\$22,390

Tabloid-Size Inserts

Size	Total
2-Page	\$11,355
4-Page	\$19,290
6-page	\$27,430
8-Page	\$34,995

5. Color Charges

Description	Add to Ad Unit Cost
Second Color (AAAA red, green, process blue, or yellow)	\$605
Matched Color	\$730
Three- and Four-Color	\$1,680

Color charges are commissionable.

6. Premium Position Charges

Description	Add to Earned B & W Ad Unit Cost
Cover 2	50%
Center Spread	50%
Back Cover (full tabloid size only)	50%
Any Other Special Requested Position	15%

Rates are effective with the January 2009 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 2009 must be received by the Director of Advertising Sales by November 1, 2008.

7. Advertising Rates and Placement Policies

Agency Commission

15% net 30 days.

Earned Rate Policy

ACP will continue to calculate earned frequencies based on an individual advertiser's parent company's (and related subsidiaries') total pages placed in all ACP journals.

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 one-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 one 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 pages for which ads are contracted are not used within a 12-month period (from contract start date), the advertiser will be short-rated. If advertisers use sufficient additional insertions within the 12-month period, they will earn a lower rate than what has been filled and will receive a rebate. The publisher agrees that there are no hidden rates, rebates, or agreements affecting rates and that rates stated are minimum.

Ad Placement

Competitive products are separated within the journal, contingent on the requirements of a specific issue. Inserts are placed in the center spread only. Tip-ins are placed at form breaks.

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

8. Bonus Distribution

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

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

Bonus copies of *Annals of Internal Medicine*, *ACP Hospitalist* and *ACP Internist* 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 non-member internists.

9. 2009 ACP Online Advertising Opportunities

The American College of Physicians has many opportunities available for banner advertising, including:

- Annals.org home page and selected other pages
- ACPonline.org home page and selected other pages
- InternistWeekly eblast
- InternistWeekly eblast Web page
- Annals E-TOC, electronic table of contents for *Annals of Internal Medicine*, which is e-mailed twice monthly to subscribers and members.
- ACP Hospitalist Weekly eblast
- ACP Hospitalist Weekly eblast Web page

Contact R.J. Lewis, e-Healthcare Solutions at rlewis@e-healthcaresolutions.com or 609-882-8887, ext. 101, for rates and specifications.

10. Reprints

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

11. Mailing Lists

The *ACP Internist* member list and subscription list 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.

12. Specialty Publishing

We offer 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

- Cover-wrap subscriptions of all journals to residents and non-ACP members
- Sponsorship of CME and special inserts to *ACP Internist*, *ACP Hospitalist*, and *Annals of Internal Medicine*
- Internal Medicine 2009 sponsorships
- Sponsorship of special initiatives of the College
- ACP Special Reports
- ACP Patient Education Programs

13. Classified Advertising

Classified advertising and Physician Products and Services ads are accepted by *ACP Internist* as a service to its readers. For more information, please contact Margaret Gardner at 215-351-2768, Maria Fitzgerald at 215-351-2667, or Ryan Magee at 215-351-2557 or visit our Web site at www.acponline.org/careers.

14. Shipping

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, including name of publication and date of insertion, to:

ACP
John Carney, Advertising Production Coordinator
190 N. Independence Mall West
Philadelphia, PA 19106-1572

800-523-1546, ext. 2419
jcarney@acponline.org

Shipping

Ship inserts and instructions to:

ACP Internist
Cadmus Specialty Publications
1991 Northampton St.
Easton, PA 18042
Attn: Donna Phillips
610-250-7208
phillipsd@cadmus.com

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

15. Closing Dates

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.

Publication Date	Insertion Order Date	Ad Materials Due to <i>ACP Internist</i>	Inserts Supplied to Cadmus Specialty Printing
Jan 1	Dec. 3	Dec. 5	Dec. 17
Feb 1	Jan. 8	Jan. 12	Jan. 20
Mar* 1	Feb. 4	Feb. 6	Feb. 18
Apr 1	Mar. 4	Mar. 6	Mar. 18
May 1	Apr 2	Apr. 6	Apr. 15
Jun 1	May 5	May 7	May 18
Jul/Aug 1	Jun. 3	Jun. 5	Jun. 17
Sep 1	Aug. 5	Aug. 7	Aug. 18
Oct 1	Sep. 2	Sep. 4	Sep. 21
Nov/Dec 1	Oct. 6	Oct. 8	Oct. 19

*Note: early deadline due to inclusion in Internal Medicine 2009 tote bags.

16. Mechanical Specifications

Mechanical Preparation Guidelines

Colors and Color Densities

On 4-color pages, only one color may be solid and no other color should exceed 85%. The total density of all 4 colors cannot exceed 280%.

Dot Reproduction Fidelity

Proofs must contain dots equal to or no more than 5% heavier than the dots in the film positive. Highlights, middle tones, and shadows must meet this specification.

Disposition of Ad Materials

Material is held for 1 year after publication date then destroyed, unless otherwise notified

ACP Internist uses Web offset reproduction.

Trim Size: 10 7/8" x 14 7/8"

Binding: Saddle Stitched

Paper Stock: St. Regis 45 lb. Textweb Gloss

Ad Size	Trim Size*
"King" page	10 7/8" x 14 7/8"
"King spread"	22 3/4" x 14 7/8"
"A" Page	7 3/8" x 9 5/8"
1/2 Horizontal (4 col)	9 7/8" x 6 5/8"
1/2 Horizontal spread	20 3/4" x 6 5/8"
1/2 Vertical (2 col)	4 7/8" x 13"
1/4 Horizontal (3 col)	7 3/8" x 5"
1/4 Vertical (2 col)	4 7/8" x 6 3/4"
1/4 Vertical (1 col)	2 5/16" x 13"
1/8 Vertical	2 5/16" x 6 5/8"

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

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:

You should 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
190 N. Independence Mall West
Philadelphia, PA 19106-1572
800-523-1546, ext. 2419
jcarney@acponline.org

17. Production Requirements: Inserts

Production Requirement:

- 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)
Untrim, 11 1/4" x 15 1/4" High Folio and closed head.
Trim, 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 two different kinds of an insert must be separated individually and quantity per issue noted.
- Separation can be attained by skidding separately or by placing a definitive divider.

Miscellaneous:

- Sample or dummy must be submitted to Production Manager for approval no less than 30 days before issue date.
- A quantity of 97,000 inserts is required for each issue. Quantity should be verified with Advertising Production Coordinator for each issue. Publisher does not assume responsibility for shortages of insert shipment.
- It may be necessary to limit the number of supplied inserts or tip-ins per issue. If this occurs, clients will be given the option to run 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.

18. Advertising Policy

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 (OTC) 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.
- 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.

General Guidelines

- Ads will be accepted for products or services not in any of the above categories 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 Internist*.

- 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 Internist* 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 Internist* 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 the URL address where the citation may be found.

Unacceptable Advertising

- Ads for products and services not directly relevant to the practice of medicine.
- 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, 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 containing 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 supporting 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.

19. *Internal Medicine 2009 News* and *Internal Medicine 2009 Sponsorship Opportunities*

Each year, the ACP holds its national medical conference in a major city in the United States. This year, *Internal Medicine 2009* will be held in Philadelphia, PA, from April 23–25, 2009. With more than 260 scientific sessions, it's no wonder why, year after year, this event attracts thousands of practicing physicians, 75% of whom are directly involved in primary patient care. Advertise in the *Internal Medicine 2009*'s official publication, *Internal Medicine 2009 News*, and ensure that your ad is among those seen by this year's attendees and the leadership of the College. Information about advertising in *Internal Medicine 2009 News* is available in the *Internal Medicine 2009 News Rate Card* or by contacting the Director of Advertising Sales.

Many sponsorship opportunities are available at *Internal Medicine 2009*. 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, www.acponline.org/sponsorships, or call the Director of Advertising Sales for details about these and other sponsorships:

- Internal Medicine 2009 Print Promotions
- Internal Medicine 2009 handouts and session CD-ROM
- ACP Doctor's Dilemma™ Competition
- Medical Students' Abstract Award Luncheon
- African-American Leaders in Medicine Reception
- Medical Student Mentorship Breakfast
- Medical Students' and Associates' Poster and Lounge Area
- Afternoon Refreshment Break
- Attendee Lunches
- Internet Café
- Clinical Skills Center
- Internists as Artists
- FACP/MACP Lounge
- Speaker Ready Room
- Information Center
- Normal Lab Value Card
- Shuttle Buses

Contact	Phone	E-Mail	Fax
Advertising and Sales			
Kevin A. Bolum <i>Director of Advertising Sales</i>	215-351-2440	kbolum@acponline.org	215-351-2686
Jeannie Frank Teller <i>Administrator</i>	215-351-2441	jteller@acponline.org	215-351-2686
Kenneth D. Watkins, III National Account Executive <i>Watkins Representation Group</i>	973-785-4839	kwatkins@watkinsrepgroup.com	973-785-8884
Advertising Operations			
Brian Barker <i>Advertising Operations Manager</i>	215-351-2662	bbarker@acponline.org	215-351-2686
Production and Billing			
Penny Quartapella <i>Advertising Billing Coordinator</i>	215-351-2664	pquartapella@acponline.org	215-351-2686
John Carney <i>Advertising Production Coordinator</i>	215-351-2419	jcarney@acponline.org	215-351-2686
Classified Display Sales			
Margaret Gardner <i>Advertising Account Executive</i>	215-351-2768	mgardner@acponline.org	215-351-2685
Maria Fitzgerald <i>Advertising Account Executive</i>	215-351-2667	mfitzgerald@acponline.org	215-351-2738
Ryan Magee <i>Advertising Account Executive</i>	215-351-2557	rmagee@acponline.org	215-351-2641
Reprint Sales			
Helen Canavan <i>Reprint Coordinator</i>	215-351-2663	hcanavan@acponline.org	215-351-2686
Internal Medicine 2009			
Christina Rayzis <i>Exhibit Manager</i> Exhibit Space and Symposia	215-351-2544	crayzis@acponline.org	215-351-2528
Kevin A. Bolum <i>Director of Advertising Sales</i> Internal Medicine 2009 Sponsorships	215-351-2440	kbolum@acponline.org	215-351-2686

ACPSM

AMERICAN COLLEGE OF PHYSICIANS
INTERNAL MEDICINE | *Doctors for Adults*

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Philadelphia, PA 19106-1572
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Fax: 215-351-2537

E-mail: sales@acponline.org

Web site: www.acponline.org/journals/advert/index.html