



2009 Advertising Rate Card

Journal Profile

Publisher: American College of Physicians

Editor: Janet Colwell

Established: 2001

Frequency: 3 times (Wednesday/Thursday, Friday, Saturday)

Audience: Attendees of Internal Medicine 2009

Circulation: Paid 7,500 per issue

Each year, the American College of Physicians (ACP), the world's largest medical specialty organization, holds its national medical conference in a major U.S. city. This year, Internal Medicine 2009 will be held in Philadelphia, PA, from April 23–25, 2009. With more than 260 CME offerings presented, Internal Medicine 2009 will attract more than 6,000 physicians from internal medicine or one of its subspecialties, medical students, and other health professionals from the U.S. and around the world.

Internal Medicine 2009 News is the official publication of Internal Medicine 2009. *Internal Medicine 2009 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 2009 News* to make last-minute plans, review the previous day's lectures, or choose the symposia they want to attend.

Audience Focus

Internal Medicine 2009 News is written to help the busy attendees of ACP's Internal Medicine 2009 maximize their experience at the meeting. Over 75% of the attendees at ACP's annual meetings are general internists, another 15% represent the 14 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 using the 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 2009 News* ensures that your message is seen by physicians who are on the front lines of patient care.

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

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1. Internal Medicine 2009 News 3-Day Advertising Rates*

Display Rates	
Tabloid\$8,700
"A" Size\$5,960
3/4 Page\$6,630
1/2 Page\$5,520
1/4 Page\$4,305

*Rates include all three issues.

2. Color Charges

Color Rates	
3- or 4-Color\$1,020
Second Color\$505
Matched Color\$650

3. Internal Medicine 2009 News Insert Options

This year, *Internal Medicine 2009 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 2009 News*. This single tabloid-size insert will extend one half inch 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 2009 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

	Rate for single day	Rate for all 3 days
Raffle Advisory Insert	\$10,815	\$28,840
2-Page A-Size Insert or Blow-In	\$ 7,570	\$18,540

Insertions in *Internal Medicine 2009 News* count toward earned frequency and bonus programs.

4. Premium Positions

Internal Medicine 2009 News offers a variety of premium positions, including belly bands. Because *Internal Medicine 2009 News* will be printed in 2 sections, there are twice as many opportunities for most premium positions.

Premium Positions	Rate
1. Back Covers (2)\$15,005 per page for 3 days
2. Inside Front Cover (2)\$15,005 per page for 3 days
3. Center Spread 2 pages (2)\$11,505 per page for 3 days
4. Front cover Strip Ad (2" x 10") (2)\$9,630 per day
5. Belly Band*\$11,090 per day \$30,900 for 3 days

*Does not include the belly band printing.

5. Hospital Medicine Section

Internal Medicine 2009 News will be printed in 2 sections this year with a separate section highlighting hospital medicine sessions and news. Additional opportunities for premium positions, such as a second back cover, will be available. If hospitalists are your primary target, do not miss this chance to present your message to them.

6. Expanded Distribution

This year, ACP will begin publishing *Internal Medicine 2009 News* on Wednesday with a combined Wednesday–Thursday issue. The subsequent 2 issues will be published on Friday and Saturday. Our earlier publication schedule will allow attendees to review the latest news about sessions and see your advertisements upon their arrival in Philadelphia prior to the official start of *Internal Medicine 2009* on Thursday morning.

Daily placement of *Internal Medicine 2009 News* on the buses that attendees ride to the Philadelphia Convention Center enables physicians to read your message every morning en route to *Internal Medicine 2009*. In addition, as in past years, *Internal Medicine 2009 News* will be handed out to attendees as they walk into the lobby and placed in strategically located bins throughout the convention center. Attendees will have no trouble keeping current on meeting news and your news.

7. Special Offer

When you advertise in an April 2009 issue of *Annals of Internal Medicine*, *ACP Hospitalist*, or *ACP Internist*, you will receive a 10% discount off the same ad in *Internal Medicine 2009 News*.

These conditions apply:

- 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.
- If desired, ACP will blow up "A"-size page advertisements to tabloid size in *Internal Medicine 2009 News* for an additional charge of \$300 per page.

8. Closing Dates

Publication	Issue	Closing Date
<i>Internal Medicine 2009 News</i>	April	March 15, 2009
<i>Annals of Internal Medicine</i>	April 7	March 12, 2009
<i>ACP Internist</i>	March	February 4, 2009
<i>ACP Hospitalist</i>	March	February 12, 2009

9. Specifications for *Internal Medicine 2009 News*

Ad Unit Size	Nonbleed Width x Depth	With Bleed Width x Depth
Tabloid Page	9 3/4" x 13 3/4"	11" x 15"
3/4-Page Horizontal	9 3/4" x 10"	_____
3/4-Page Vertical	7 1/8" x 13 1/2"	_____
1/2-Page Horizontal	9 3/4" x 7 1/8"	11" x 7 1/2"
1/2-Page Vertical	4 1/2" x 13"	_____
"A"-Size Page	7 1/8" x 10"	8 1/16" x 10 5/8"
1/4-Page Vertical	4 3/4" x 7 1/8"	5 1/2" x 8 1/8"
1/4-Page Horizontal	7 1/8" x 4 1/2"	8 1/16" x 6"
Bellyband	5" (high) x 25" (long)	

Internal Medicine 2009 News uses Web offset reproduction.
Trim Size: 11" x 15" (1/8" trim on all four sides).

10. Internal Medicine 2009 Sponsorship Opportunities

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
- 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

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AMERICAN COLLEGE OF PHYSICIANS
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Published by ACP
American College of Physicians
190 N. Independence Mall West
Philadelphia, PA 19106-1572
Phone: 800-523-1546, 215-351-2400
Fax: 215-351-2537

E-mail: sales@acponline.org

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