

General Information



Advertising & Sales Office

Patrice Culligan, National Account Manager
 P: 212.904.0369 ~F: 212.779.3279 ~E: pculligan@pminy.com
Julie Jimenez, Production Manager
 P: 212.904.0360~ F: 212.779.3279 ~ E: jjimenez@pminy.com

Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.
 111 River Street ~ Hoboken, NJ 07030

Publisher: Vickie Thaw ~ vthaw@wiley.com

Submission of Display Ads

- Indicate journal, volume, and issue with ad material.
- High-resolution digital material required.
- Acceptable formats: Adobe Acrobat PDF files and Adobe Illustrator or Macromedia FreeHand EPS or PDF files are accepted. Native application files are not recommended; however, QuarkXPress and Adobe In-Design native application files are supported. Please see the complete ad file specifications at www.cadmusmediaworks.com/index2.html.
- Adobe Illustrator or Macromedia FreeHand EPS or PDF files should be set for high-resolution output. Files will be output to a device resolution of 2,400 dpi.
- PDF files must be distilled from PostScript files generated with the PPD that is available for download through www.cadmusmediaworks.com. Click on the icon for "Cadmus MediaWorks Digital File Specs." Mac users click on the link "The Macintosh files can be found here," the link for "Applications," and the link for "PPDs" to choose the file named "PrinergerRefinerPPD.sit" and begin its download. Use Stuffit Expander to extract the file named "Prinerger Refiner."
- Platform: Mac and PC Media: CD-ROM.
- Fonts and Graphics: Embed all fonts and graphics; use Postscript or Open Type Fonts; TrueType fonts are not acceptable.
- Size: Ad must be complete and sized at 100%; include necessary bleeds; minimum bleed 1/8" each side.
- Color: Convert all RGB to CMYK.
- Proofs: Color ads must be accompanied by SWOP-certified proof.

Advertising Information

- **Earned rates:** Rates based on number of total units used within a calendar year (e.g., six full pages and six half pages earn the 12x rate).
- **Combination frequency:** Ads placed in *The Hospitalist* and the *Journal of Hospital Medicine* combine for earned frequency rate.
- **Buy 11, get 1 free:** Run a paid advertisement in every issue of *The Hospitalist*, January through November 2010, and receive a free placement in the December issue. The free ad must be for the same brand and must be of equal or smaller size than its paid counterpart.
- **Advertise in *The Hospitalist* and receive a \$200 discount per page in *JHM*.**
- **Agency commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).
- **Policy on placement of advertising:** Ads will be placed run of book between, but not within articles, and regulated as necessary to meet editorial adjacency requirements. Please contact your sales rep for information on premium positions.
- **Requirements for acceptance of advertising:** All advertising is subject to the approval of the editors and the publisher.

Contacts

Ship all advertising material and insertion orders to:
 Pharmaceutical Media Inc.
 Attn: Julie Jimenez
 30 East 33rd Street
 New York, NY 10016
 P: 212.904.0360
 E: jjimenez@pminy.com

Ship *The Hospitalist* inserts to:
 Receiving Department
 Attn: JoAnn Gold
The Hospitalist (issue month)
 Cadmus Specialty Publications
 1991 Northampton Street
 Easton, PA 18042
 P: 610.250.7264

Ship *JHM* inserts to:
 Cadmus Journal Services
 Attn: Joann Gorner
JHM (issue month)
 3575 Hempland Road
 Lancaster, PA 17601
 P: 717.285.6807

LIST	SHM PRINT		SHM ELECTRONIC	
	The Hospitalist Print	JHM/InfoPOEMs Print	SHM Member eMails	Non-Member eMails
SHM Members	7,034	7,034	7,005	
SHM HM Program Director Members	1,558	1,558		
TOTAL SHM MEMBERS	8,592	8,592	7,005	
SHM Original Roster	2,851			11,239
SHM Champion Names Roster	5,926			
TOTAL SHM ROSTER	8,777			11,239
HM Program Directors	588			
TOTAL HOSPITALISTS	17,957	8,592	7,005	11,239
Residency Program Directors	363			321
TOTAL MD'S	18,320		7,005	11,560
Resident - 3rd year	5,680			699
TOTAL	24,000	8,592	7,005	12,259

Editorial Information



Physician Editor: Jeffrey Glasheen, MD, FHM
Editor: Jason Carris, jcarris@wiley.com

The Hospitalist is the news publication for hospitalists throughout the United States, reporting on issues and trends in the practice of hospital medicine. Each issue gives readers practical advice from leading authorities in the field on selected topics in clinical management, ethical concerns, public policy, and medical-legal issues. *The Hospitalist* also includes an extensive classified section featuring a comprehensive listing of job opportunities geared toward physicians

practicing hospital medicine.

Editorial-to-Advertising Ratio: Average 50% to 50%

Print Circulation: 24,000

Circulation Verification: Sworn Statement

Circulation Breakdown:

SHM Members: 7,034

SHM Members-Hospital Medicine Program Directors: 1,558

SHM Total Members: 8,592

SHM Roster: 2,851

Internal Medicine Residents: 5,680

Please see General Information Sheet for more detailed information.

Display Advertising Rates

Freq.	King	3/4 Page	1/2 Island	1/4 Page
1x	\$4,120	\$3,300	\$2,720	\$1,980
6x	\$4,070	\$3,240	\$2,660	\$1,920
12x	\$3,865	\$3,170	\$2,595	\$1,855
24x	\$3,790	\$3,110	\$2,545	\$1,795
36x	\$3,730	\$3,050	\$2,520	\$1,725
48x	\$3,615	\$2,960	\$2,440	\$1,665
60x	\$3,595	\$2,920	\$2,405	\$1,590
72x	\$3,530	\$2,860	\$2,335	\$1,540
96x	\$3,470	\$2,800	\$2,265	\$1,445
120x	\$2,400	\$2,740	\$2,200	\$1,335

Color rates:

In addition to earned B&W Rate:

- Standard color: \$830
- Matched color: \$1,110
- Metallic color: \$1,140
- 3 or 4 color: \$1,670
- 5 color: \$2,790

Cover and preferred positions:

In addition to earned B&W Rate:

- Second Cover: 50%
- Fourth Cover: 50%

Positions available on a non-cancelable basis.

INSERTS

Charged at the earned black-and-white page rate.

The Hospitalist Bonus Distribution

March 2010 Issue: ACP Annual Meeting, SHM Annual Meeting

August 2010 Issue: American College of Emergency Physicians

October 2010 Issue: American Association of Medical Colleges

Closing Dates

Month	Ad Close	Material Due	Insert Due
January	11/25/2009	12/1/2009	12/10/2009
February	12/28/2009	1/4/2010	1/8/2010
March	1/25/2010	2/1/2010	2/5/2010
April	2/25/2010	3/1/2010	3/11/2010
May	3/25/2010	4/1/2010	4/12/2010
June	4/26/2010	5/3/2010	5/12/2010
July	5/25/2010	6/1/2010	6/10/2010
August	6/25/2010	7/1/2010	7/13/2010
September	7/26/2010	8/2/2010	8/11/2010
October	8/25/2010	9/1/2010	9/10/2010
November	9/24/2010	10/1/2010	10/11/2010
December	10/25/2010	11/1/2010	11/12/2010

Mechanical Specifications

Paper stock: 50-lb coated. Type of binding: saddlestitch

	BLEED (width x height in inches)	NON-BLEED (width x height in inches)
King Page	11 1/8" x 15 1/8"	10 1/16" x 13 1/8"
King Spread	22 1/4" x 15 1/8"	20 1/8" x 13 1/8"
3/4 page Horizontal	11 1/8" x 11 1/8"	10 1/16" x 10"
3/4 page Vertical	8 3/8" x 15 1/8"	10 1/16" x 10"
Island Half	8 3/4" x 11 1/8"	7" x 10"
Island Half Spread	17 1/2" x 11 1/8"	16 1/2" x 10"
1/2 page Vertical	5 7/16" x 15 1/8"	4 3/4" x 13 1/8"
1/2 page Horizontal	11 1/8" x 7 3/8"	10 1/16" x 7"
1/2 page Horiz. Spread	22 1/4" x 7 3/8"	20 1/8" x 7"
1/4 Page Vertical	5 7/16" x 8 3/8"	4 3/4" x 7 3/8"
1/4 Page Horizontal	8 3/8" x 5 3/8"	7" x 4 3/8"
Trim Size	10 7/8" x 15"	10 7/8" x 15"

Insert Requirements

- King insert supplied size: 11" x 15-1/8", includes 1/8" trim from head, foot, and face. No gutter grind-off. Jogs to head.
- Island insert supplied size: 8-1/8" x 11", includes 1/8" trim from head. No gutter grind-off. Jogs to head.
- BRM supplied size: 4-1/8" x 6-1/8"; allow 3/8" from perforation to binding edge.
- Supply multiple-leaf inserts folded.
- Quantity: 32,000
- Submit a sample to Julie Jimenez for approval.
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.
- Production Charge: \$200 (noncommissionable). A service charge will be rendered for special printer services or unusual inserts that cause bindery slow-downs or incur additional printer charges.



Editorial Information



Physician Editor:
Mark V. Williams, MD, FHM, FACP
Editor: Phaedra Cress, pcress@wiley.com

The Journal of Hospital Medicine (JHM) is the premier publication for dissemination of research and education for the specialty of hospital medicine. It advances excellence in hospital medicine as a defined specialty through the dissemination of research, evidence-based clinical care, and advocacy of safe, effective care for hospitalized patients, and promotes research and education in hospital medicine through publication of

original, peer-reviewed research articles and systematic reviews on relevant topics.

Impact Factor: 3.163

Print Circulation: 8,592

Circulation Verification: Sworn Statement

Circulation Breakdown:

SHM Members: 7,034

SHM Members–Hospital Medicine Program Directors: 1,558

Coverage and Market: United States

Circulation basis: Paid benefit of SHM membership dues.

Please see General Information Sheet for more detailed information.

Subscription Data

Subscription rates: Individual (print and electronic): \$110

Display Advertising Rates

Freq.	Full Page	1/2 Page	1/4 Page
1x	\$2,360	\$1,580	\$1,120
6x	\$2,245	\$1,530	\$1,090
12x	\$2,195	\$1,470	\$1,060
24x	\$2,140	\$1,410	\$1,020
36x	\$2,080	\$1,360	\$960
48x	\$2,000	\$1,275	\$920
60x	\$1,970	\$1,255	\$900
72x	\$1,905	\$1,175	\$850
96x	\$1,805	\$1,120	\$820
108x	\$1,680	\$1,070	\$785

Color rates: In addition to earned B&W Rate
Standard color: \$850; matched color: \$1,130; metallic color: \$1,165;
three- or four-color: \$1,700; five color: \$2,845

Cover and preferred position: In addition to earned B&W Rate:

Second Cover: 50%; Fourth Cover: 50%

Positions available on a non-cancelable basis.

INSERTS

Charged at the earned black and white page rate.

Bonus Distribution

March 2010 Issue: ACP Annual Meeting, SHM Annual Meeting
July/August 2010 Issue: American College of Emergency Physicians
October 2010 Issue: American Association of Medical Colleges

Closing Dates

Month	Ad Close	Material Due	Insert Due
January	11/27/2009	12/8/2009	12/10/2009
February	12/28/2009	1/8/2010	1/11/2010
March	1/28/2010	2/8/2010	2/10/2010
April	2/26/2010	3/8/2010	3/10/2010
May/June	4/28/2010	5/7/2010	5/10/2010
July/August	6/28/2010	7/8/2010	7/9/2010
September	7/28/2010	8/9/2010	8/10/2010
October	8/27/2010	9/9/2010	9/10/2010
Nov/Dec	10/28/2010	11/9/2010	11/10/2010

Mechanical Specifications

Inside pages: UPM Classic Gloss 80 gsm; covers: 10 pt. C/2/S

Binding: perfect

	BLEED (width x height in inches)	NON-BLEED (width x height in inches)
Full Page	8 3/8" x 11 1/8"	7 x 10
1/2 page Vertical	4 1/2" x 11 1/8"	3 3/8" x 10
1/2 page Horizontal	8 3/8" x 5 1/2"	7 x 4 7/8"
1/4 Page		3 3/8" x 4 7/8"
Trim Size	8 1/4" x 10 7/8"	8 1/4" x 10 7/8"

Insert Requirements

- Supplied size: 8-3/8" x 11-1/8", includes 1/8" all around. Jogs to head.
- BRM supplied size: 4-1/2" x 6."
- Supply multiple-leaf inserts folded.
- Submit a sample to Julie Jimenez for approval.
- Quantity: 10,000.
- Carton packing required: Quantity, publication, and month of issue must be clearly marked on outside of cartons.
- A service charge will be rendered for special printer services or unusual inserts, which cause bindery slow-downs or incur additional printer charges.



SHM's e-wire

InfoPOEMs
for Hospitalists

OFFICIAL PUBLICATION OF



Digital Products

THE-HOSPITALIST.ORG

The online edition of *The Hospitalist* features full-text content from each issue of *The Hospitalist*, and the full archive of *The Hospitalist* eWire, weekly eNewsletters delivered to a combined audience of 12,000 hospitalists in the U.S.

JOURNALOFHOSPITALMEDICINE.COM

Hosted on Wiley InterScience, one of the most used platforms for scientific, technical, medical and scholarly research, the online edition of *JHM* features current and archived articles in searchable, html and pdf full-text formats.

HOSPITALMEDICINE.ORG

The Society of Hospital Medicine Web site, www.hospitalmedicine.org, is the go-to source for all things hospital medicine. It provides a wealth of resources critical to helping hospitalists improve their practice,

WACHTER'S WORLD

"Wachter's World" is a blog by Robert Wachter, MD, FHM, one of the pre-eminent voices in hospital medicine. The complete blog archive is available.

Circulation: 19,264

SHM Member emails: 7,005 | Non-Member emails: 12,259

Product	Circ.	Avg. Opens
TH eWire	13,370	2,125
SHM eWire	6,520	1,200
JHM InfoPOEMs	6,520	1,100
JHM eTOC	6,520	1,100
TH eTOC	13,370	2,125

Please see General Information Sheet for more detailed circulation.

Email Network Advertising

Product	Frequency	Materials Due
TH eWire	Every Wed.	7 days prior to issue
SHM eWire	Every other Tues.*	
JHM InfoPOEMs	2nd & 4th Thurs.	7 days prior to print mail date
JHM eTOC	9x per year	
TH eTOC	Monthly	

*SHM eWire Issue Dates: 1/5, 1/19, 2/, 2/16, 3/2, 3/16, 3/30, 4/13, 4/27, 5/11, 5/25, 6/8, 6/22, 7/7, 7/21, 8/3, 8/17, 8/31, 9/7, 9/21, 10/5, 10/19, 11/2, 11/16, 11/30, 12/7, 12/21.

SATURATION PACKAGE

(9 ads total) Includes one ad in every issue of *TH* eWire (4x), *SHM* eWire (2x), *JHM* infoPOEM (2x) and *TH* eTOC(1x) in a particular month.

- Total exposure: 15,225 impressions based on opens*
- Package cost: \$1,700

SEMI-MONTHLY PACKAGE

(6 ads total) Includes one ad in 2 *TH* eWire issues (2x), and in every issue of *SHM* eWire (2x) and *JHM* InfoPOEM (2x).

- Total exposure: 8,850 impressions based on opens*
- Package cost: \$1,200

VARIETY PACKAGE

(4 ads total) Includes one ad in a single issue each of *TH* eWire (1x), *SHM* eWire (1x), *JHM* infoPOEM (1x), and *TH* eTOC (1x) in a particular month.

- Total exposure: 6,550 impressions based on opens*
- Package cost: \$800

*An estimate based on past performance. Not a guarantee.

Website Network Advertising

Advertisers must supply all four ad sizes. The network includes the following Websites: hospitalmedicine.org, the-hospitalist.org,

wachtersworld.com, and the *JHM* site on Wiley InterScience.

Total cost: \$70 CPM

Position	Size	Website
Leaderboard	728 (w) x 90 (h) pixels	SHM
Full Banner	468 (w) x 60 (h) pixels	SHM, TH
Vertical Banner	120 (w) x 240 (h) pixels	TH, JHM, WW
Skyscraper	120 (w) x 600 (h) pixels	SHM, TH

Email Network ad sizes

Position	Size
Main Content Column	468 (w) x 60 (h) pixels
Sidebar	120 (w) x 240 (h) pixels

Digital Ad Technical Specifications

- All creative for the ad (the file to be used or related artwork) must be provided when placing an ad.
- File types accepted: GIF, JPEG, PNG. SWF (Flash) files accepted for Website ads only (not accepted in email products).
- Animated GIF files are poorly supported in email and we recommend static (no animation) for creatives that will be distributed via email.
- Web address (target URL) must be provided when placing an ad.
- Size must be under 30k (30,000 bytes) and a resolution of 72 dpi.
- Rich media animation is limited to a length of 15 seconds (including 3 loops and vertical scroll option that is mouse initiated).

Digital Advertising Reporting

- Website Ads: We provide independent reporting (from DoubleClick) including: Creative Details, Targeting Details, Number of Times Banner Is Requested (impressions), Number of Times a Banner Is Clicked (clicks), Ratio of Clicks to Impressions (click-through rate).
- Email Ads: We provide a monthly report that details message delivery counts, message open rates, and ad click-through.

Ad Placement Policy

- Ad positions will always appear below property branding.
- All Web banner positions support rotation of multiple ads. Advertisers may request exclusive placement for an additional charge, space permitting.
- Web advertisers will have the option of changing ad artwork, at no charge, one time for every 10,000 impressions purchased. Artwork changes in excess of this guideline will incur an additional charge.
- All click-through URLs must open in a new browser window.
- Dimensions are fixed and expanding rich media advertisements (banners that physically "take over" screen space outside the fixed banner dimensions) are not permitted. Horizontal scroll bars are not permitted.
- All paid banner placements will be readily distinguishable from web page content and labeled with "advertisement."
- SHM, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.
- SHM and WB reserve the right to prevent an ad from appearing on a specific page (or pages) in any instance where the ad would appear to violate WB policies of editorial adjacency.
- SHM will not accept advertisements that, in the sole opinion of SHM, make unsubstantiated claims for a particular product(s). SHM or its designates may require an advertiser to provide valid, reliable scientific data to support any claims made in the advertisement. In addition, SHM will not accept advertising in any form for any products or services known to be harmful to health (e.g., tobacco products).
- SHM will not accept advertisements regarding pharmaceutical, biomaterials, or medical devices not cleared for marketing in the U.S. by the FDA.
- SHM will not use "pop-up" ads. "Pop-up" ads are ads that automatically appear on top or below of the page the user intends to read and therefore must be deleted before or after the user views the reader's intended page.
- Advertising on hospitalmedicine.org shall comply with the laws and regulations of the United States of America.

