

2010/11

Media Kit



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North Carolina
MEDICAL JOURNAL
a journal of health policy analysis and debate

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Six times a year, the *North Carolina Medical Journal* reaches more than 30,000 readers—making it the most widely distributed North Carolina-based, health-focused journal in the state.

CIRCULATION

Total Circulation
36,000

Annual Web Traffic
600,000+ hits

Subscription Rates
Individual: \$42.80
Institution: \$64.20

TARGET MARKET

The *North Carolina Medical Journal* targets health professionals and health-interested citizens in North Carolina. Some of our readers include the members of:

NC Association of Pharmacists
NC Academy of Physicians Assistants
NC Health Care Facilities Association
(nursing home administrators)
NC Medical Society (physicians)
NC Nurses Association
NC College of Internal Medicine
NC Dental Society
NC Free Clinic directors
NC State Officials (Governor's Office,
Lieutenant Governor's Office, Council of
State)

NC Department of Health and Human
Services Division Directors
NC General Assembly members
(all NC legislators)
NC Congressional delegates
NC Hospital Association members
(hospital administrators)
NC Public Health Department directors
NC Department of Social Services directors
NC Mental Health Agency directors
NC Community Health Center directors

DEADLINES

The *North Carolina Medical Journal* is published six times a year.

January/February	March/April	May/June
July/August	September/October	November/December

Insertion Orders are due by the first day of the first month of publication:

January 1	March 1	May 1
July 1	September 1	November 1

Advertising Materials are due by the fifth day of the second month of publication:

February 5	April 5	June 5
August 5	October 5	December 5

CONTACT INFORMATION

ADVERTISING SALES AND ACCOUNT MANAGEMENT

Phyllis Blackwell
Assistant Managing Editor
919/401-6599 ext. 27
phyllis_blackwell@nciom.org

**North Carolina
Institute of Medicine**
630 Davis Drive, Suite 100
Morrisville, NC 27560
Fax: 919/401-6899
ncmedj@nciom.org

DISPLAY ADVERTISING RATES

Size and placement	4-color black & white	Number of insertions			
		1+	3+	6+	12+
Back cover	4-color	\$3500	\$3350	\$3200	\$3000
Inside front	4-color	\$3250	\$3100	\$2950	\$2750
Page 1, 2, 3, 4	4-color	\$3100	\$2950	\$2800	\$2600
Inside back	4-color	\$3000	\$2850	\$2700	\$2500
Full Page	4-color	\$2650	\$2500	\$2350	\$2150
	black & white	\$2100	\$1950	\$1800	\$1600
2/3 page	4-color	\$2300	\$2150	\$2000	\$1800
	black & white	\$1750	\$1600	\$1450	\$1250
1/2 page	4-color	\$2100	\$1950	\$1800	\$1600
	black & white	\$1550	\$1400	\$1250	\$1050
1/3 page	4-color	\$1700	\$1550	\$1400	\$1200
	black & white	\$1150	\$1000	\$850	\$650
1/4 page	4-color	\$1500	\$1450	\$1300	\$1100
	black & white	\$950	\$900	\$750	\$550

Advertising rates effective January 1, 2008

The above are net rates and priced per insertion.

CLASSIFIED AD RATES

The Journal welcomes classified advertisements, but reserves the right to refuse inappropriate subject matter. Cost per placement is \$60 for the first 25 words and \$1/word thereafter. For border add \$75 to total cost. Submit copy to ncmedj@nciom.org; fax: 919/401-6899; mail: *North Carolina Medical Journal*, 630 Davis Drive, Suite 100, Morrisville NC 27560. Include phone number and billing address, and indicate number of placements, if known.

**“You have
created a
Journal that
deserves a
National
readership
—and is a
conscience of
the profession!”
— Robert Straus**

GENERAL TERMS AND CONDITIONS

The following are general terms and conditions governing advertising published in the *North Carolina Medical Journal*.

- 1 Announcement of any change in rates will be made at least four weeks in advance of the issue date of the first issue to which such rates will be applicable.
- 2 Advertisers may not cancel orders for advertising after the closing date.
- 3 The *North Carolina Medical Journal* is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- 4 The *North Carolina Medical Journal* reserves the right to reject or cancel any advertising for any reason at any time. Advertisements that simulate *North Carolina Medical Journal* editorial matter in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- 5 No conditions, printed or otherwise, appearing on contracts, orders or instructions which conflict with the provisions of this (*North Carolina Medical Journal*) media kit will be binding on the *North Carolina Medical Journal*. Except as otherwise specifically agreed, the publisher has the right to insert the advertising anywhere in the *North Carolina Medical Journal* at its discretion, and all advertising positioning/placement clauses or conditions (including page location, competitive separation or placement facing editorial copy) will be treated as requests only and cannot be guaranteed. The *North Carolina Medical Journal's* inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.
- 6 Payments are due within 30 days from the date of invoice. Invoices are rendered on or about the date on which the advertising is scheduled to appear.

SUBMISSION OF MATERIALS

- 1 Insertion orders may be submitted via email, fax, or site delivery.
- 2 Display ads may be submitted via email or site delivery.
- 3 Electronically submitted display ads do not require a hard copy proof.
- 4 Include the name and phone number of the person who prepared the display ad.
- 5 Classified ads may be submitted via email, fax, or site delivery.

Send insertion orders and ad materials to:

Phyllis Blackwell
Assistant Managing Editor
North Carolina Medical Journal
630 Davis Drive, Suite 100
Morrisville, NC 27560
919/401-6899 fax
phyllis_blackwell@nciom.org

ADVERTISING CONTENT AND FORMAT SPECIFICATIONS

Available Ad Sizes: Quarter, Third, Half, Two-thirds (back cover), Two-thirds with bleed (back cover), Full-page, Full-page with bleed

Ad Specifications:

1/4 page vertical: 3 1/4" x 4 1/2"

1/4 page horizontal: 6 3/4" x 2 1/4"

1/3 page vertical: 2 3/16" x 9 1/4"

1/3 page horizontal: 6 3/4" x 3"

1/2 page vertical: 3 1/4" x 9 1/4"

1/2 page horizontal: 6 3/4" x 4 1/2"

Two-thirds (no bleed): 6 3/4" x 8 1/4"

Two-thirds (w/bleed): 8 3/8" x 9" (bleed)
8 1/4" x 8 7/8" (trim)
6 3/4" x 8 1/4" (live area)

Full page (no bleed): 6 3/4" x 9 1/4"

Full page (w/bleed): 8 3/8" x 11" (bleed)
8 1/4" x 10 7/8" (trim)
6 3/4" x 9 1/4" (live area)

Trim Size: No larger than 8 1/4" x 10 7/8"

Bleed Size: Add an additional 1/8" to horizontal and vertical dimensions (trim size) for full bleeds.

Printing: Sheet-fed Offset, Saddle-stitch binding

Paper stock - cover: 80 lb. Text / gloss
inside: 50 lb. Text / gloss — #2 or #3 grade

Screen: 133 line screen

Platform: Macintosh®

Acceptable Media: CD or DVD

Page Layout Software: InDesign CS4 (or earlier) - single page documents
Color: CMYK values set for process separation
Note: Pantone™ colors may not match exactly to CMYK colors for magazine print.
Pantone specified colors will be converted to CMYK

Illustration Software: Adobe® Illustrator™ CS4
Color: CMYK mode; Black & White: Grayscale mode

Image Editing Software: Adobe® Photoshop™ CS4

Fonts: Macintosh® Type 1 Postscript, OpenType Fonts

Color: CMYK (PMS spot color or RGB not accepted)

Supplied Images: Prints are accepted, digital media preferred.

Digital: 300 dpi @ 100% specified image size for ad in tiff file format

Electronic file: Preferred formats: tiff, eps or psd (**GIF, PUBLISHER, POWER POINT FILES NOT ACCEPTED**), jpg accepted.

Proofs: Submitted color ads must be accompanied by a full-size color proof to guarantee color match on press. *North Carolina Medical Journal* cannot guarantee color match without an industry-standard Match Proof.

Black & White ads must be accompanied by a laser-printed copy from the supplied file.

PDF SUBMITTAL

PDF Settings: When creating your PDF, please include trim marks. Be sure to use a page size large enough to accommodate trim marks and any bleeds.

If you are using Acrobat Distiller 4.0 or above, choose the press optimized settings from job options.

If you are using Distiller 3.x choose the following settings from job options.

General: Compatibility: Acrobat 3.0

ASCII Format: Unchecked

Default Resolution: 2400

Default Page size: leave as is

Compression: Compress text and line art: Checked

Color & Grayscale Images: Downsample to 300 dpi and check automatic compression and set to ZIP/JPEG Low

Monochrome Bitmap Images: Downsample to 1200 and check Manual Compression and set to CCITT Group 4

Font Embedding: Embed all Fonts: checked

Subset fonts below: check and set to 99%

Advanced: Distill with Prologue.ps/epilogue.ps: checked

Convert CMYK to RGB: Unchecked

Preserve OPI: checked

Preserve Overprint: checked

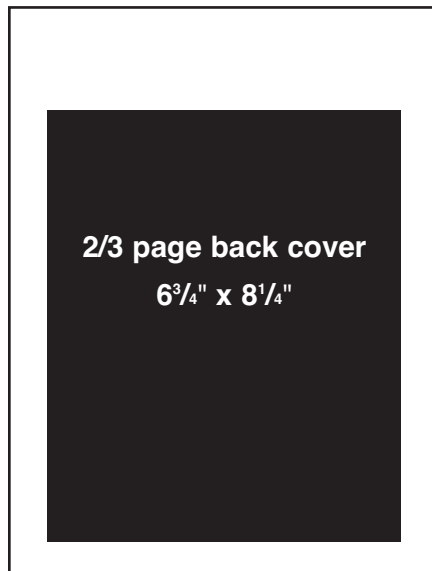
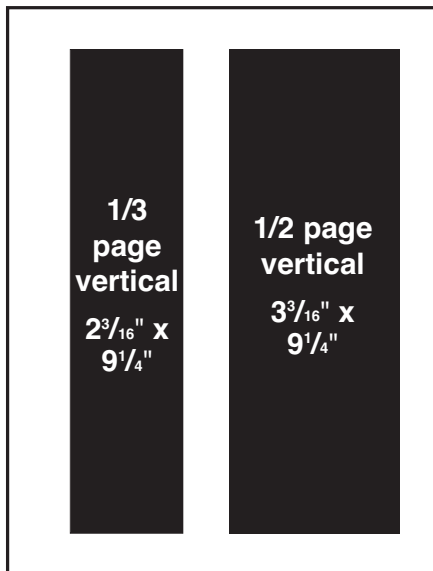
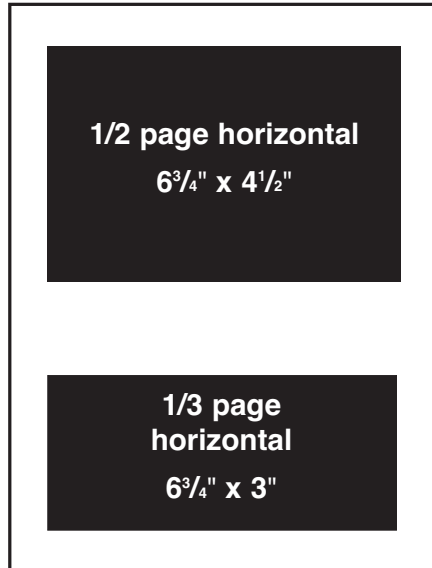
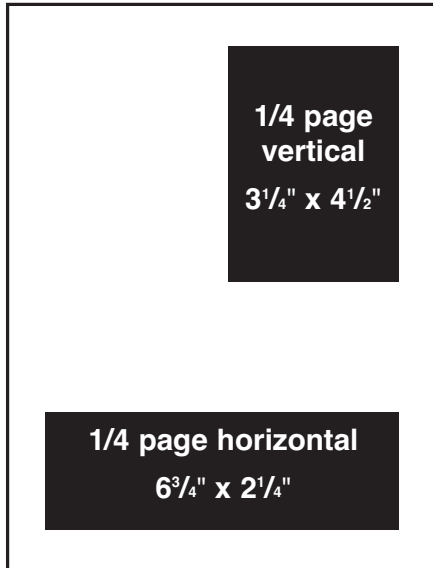
Preserve Halftone Screen Info: checked

Apply Transfer functions

Preserve Under color removal

Color conversion: Unchanged

AD SIZES



NORTH CAROLINA MEDICAL JOURNAL INSERTION ORDER FOR DISPLAY ADVERTISING

Date: _____

Advertiser: _____ Contact: _____

Address: _____

Phone: _____ Fax: _____ Email Address: _____

Agency: _____ Contact: _____

Agency Address: _____

Phone: _____ Fax: _____ Email Address: _____

Ad size: _____ Frequency: _____

Check all that apply: 4/color B&W Bleeds Preferred Page Position _____ (see General Terms and Conditions page 4, number 5)

Format supplied: _____ Client supplied proof type: _____

Begin with _____ or first issue following.
Month/year
 Continue as per contract schedule (below):
 Send NC Medical Journal electronic proof to: Advertiser ____ Agency ____ Both ____

UNIT RATE
 (JOURNAL)
 \$ _____

INSERTIONS (check all applicable)

YEAR	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC

Advertiser agrees to purchase advertising space in the *North Carolina Medical Journal* in the size, frequency, and rate shown above. The rate is based on the number of insertions indicated and will be adjusted if the Advertiser cancels before fulfilling that number. Cancellations, postponements, or changes must be received in writing the first day of the month preceding the month of publication. The Journal reserves the right to repeat previous insertion if changes, cancellations, or postponements are not received by that date. Advertiser agrees to remit within 30 days of receipt of the invoice all charges for each insertion. The invoice will be mailed at the time of publication, along with a copy of the issue in which the advertisement appears.

REMARKS _____

Please return to:
 Phyllis Blackwell
 Assistant Managing Editor
North Carolina Medical Journal
 630 Davis Drive, Suite 100
 Morrisville, NC 27560
 919/401-6599 ext. 27
 919/401-6899 fax
 phyllis_blackwell@nciom.org

APPROVED: _____
Signature of Advertiser/Agent

APPROVED: _____

NORTH CAROLINA MEDICAL JOURNAL INSERTION ORDER FOR CLASSIFIED ADVERTISING

Date: _____

Advertiser: _____ **Contact:** _____

Address: _____

Phone: _____ Fax: _____ Email Address: _____

INSERTIONS (check all applicable)

YEAR	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC

Cost per placement is \$60 for the first 25 words and \$1 per word thereafter. For border add \$75 to total cost.

Copy is due by the fifth day of the publication month.

Payments are due within 30 days from date of invoice.

Email copy to ncmedj@nciom.org; fax to 919/401-6899; or mail to *North Carolina Medical Journal*, 5501 Fortunes Ridge Drive, Suite E, Durham, NC 27713

NOTES: _____

AD COPY: _____

Please return to:
 Phyllis Blackwell
 Assistant Managing Editor
North Carolina Medical Journal
 630 Davis Drive, Suite 100
 Morrisville, NC 27560
 919/401-6599 ext. 27
 919/401-6899 fax
phyllis_blackwell@nciom.org

APPROVED: _____ <p style="text-align: center;"><i>Signature of Advertiser</i></p> APPROVED: _____
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