



More Competitive Rates in 2005!

Frequency	B&W Page	Inserts per leaf	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1	\$ 6,499	\$ 13,673	\$ 5,197	\$ 4,228	\$ 2,803	\$ 2,606
6	\$ 6,174	\$ 13,023	\$ 5,041	\$ 4,101	\$ 2,719	\$ 2,528
12	\$ 5,850	\$ 12,375	\$ 4,989	\$ 4,059	\$ 2,691	\$ 2,502
24	\$ 5,525	\$ 11,725	\$ 4,937	\$ 4,017	\$ 2,663	\$ 2,476
36	\$ 5,365	\$ 11,405	\$ 4,677	\$ 3,805	\$ 2,523	\$ 2,345
48	\$ 5,200	\$ 11,075	\$ 4,417	\$ 3,594	\$ 2,383	\$ 2,215
60	\$ 5,040	\$ 10,755	\$ 4,288	\$ 3,488	\$ 2,312	\$ 2,150
72	\$ 5,005	\$ 10,685	\$ 4,158	\$ 3,382	\$ 2,242	\$ 2,085
96	\$ 4,940	\$ 10,555	\$ 4,028	\$ 3,277	\$ 2,172	\$ 2,020
120	\$ 4,910	\$ 10,495	\$ 4,002	\$ 3,256	\$ 2,158	\$ 2,007
144	\$ 4,875	\$ 10,425	\$ 3,950	\$ 3,213	\$ 2,130	\$ 1,981
168	\$ 4,840	\$ 10,355	\$ 3,924	\$ 3,192	\$ 2,116	\$ 1,968
192	\$ 4,810	\$ 10,295	\$ 3,898	\$ 3,171	\$ 2,102	\$ 1,955
216	\$ 4,775	\$ 10,225	\$ 3,872	\$ 3,150	\$ 2,088	\$ 1,941
240	\$ 4,745	\$ 10,165	\$ 3,846	\$ 3,129	\$ 2,074	\$ 1,928
288	\$ 4,715	\$ 10,105	\$ 3,820	\$ 3,108	\$ 2,060	\$ 1,915
346	\$ 4,680	\$ 10,035	\$ 3,794	\$ 3,086	\$ 2,046	\$ 1,902
416	\$ 4,650	\$ 9,975	\$ 3,768	\$ 3,065	\$ 2,032	\$ 1,889
500	\$ 4,615	\$ 9,905	\$ 3,742	\$ 3,044	\$ 2,018	\$ 1,876

Color Rates per page or fraction	Corporate Discounts on Advertising
Standard Color \$ 711	\$ 250-499K 2%
Matched Color \$ 1,020	\$500-749K 3%
Four Color \$ 2,075	\$750-999K 4%
Four Color and Matched \$ 3,095	\$1,000-1,499K 6%
Silver \$ 1,112	\$1,500-1,999 8%
Copper and Gold \$ 1,179	Over \$2,000 10%

Improvements coming in 2005

Yes to improved rates	<ul style="list-style-type: none"> ○ No increase at 1x frequency ○ Improved discounts at lower frequencies ○ Lower premium for full run inserts ○ No increase in color rates
Yes to Continuity	○ Buy 5, get 1 free
Yes to New Products	○ Buy 3 in a row, get the fourth free plus one free e-TOC link
Yes to Combinations	○ Buy PSM and PGM in the same month – take \$200 off each journal
Yes to Prepayments	○ 3% discount for quarterly prepayments
Yes to Banner ads	○ Free banner during the month when print is used
Yes to Gatefolds	○ Cover 2, tabernacles, Z-folds when available
Yes to Bellybands	○ Some restrictions apply
Yes to Polybags	○ Some restrictions apply

For additional details, contact our “yes” man, Tom Bishow at 410 356 2455 or tom_bishow@mcgraw-hill.com



Comprehensive 2005 Incentive Programs

The Physician and Sportsmedicine's 2005 incentive programs are designed to be equally effective and easy-to-implement.

Frequency Program: NO SHORT RATES!

The minimum 2005 earned frequency discount for a manufacturer is determined by the final 2004 earned frequency rate in *The Physician and Sportsmedicine*. Each full page and/or fractional page running full-run, regionally or demographically counts as a single ad page for frequency calculation.

Corporate Incentive Program: Easy to Achieve Thresholds!

Manufacturers receive a discount based on the 2004 annual gross billings in *The Physician and Sportsmedicine*, *Postgraduate Medicine*, and *Healthcare Informatics*.

2004 Gross Billings	2005 Corporate Discount
\$250,000	2%
500,000	3%
750,000	4%
1,000,000	6%
1,500,000	8%
2,000,000	10%

Gross billings are dollars spent after frequency discounts and before agency commissions.

New Product Program: FREE Ad Page + e-TOC Link

Manufacturers who advertise new molecular entities, new indications, and/or new formulations for three consecutive months in *The Physician and Sportsmedicine* in 2005, will receive one free insertion for that same product AND one free e-TOC link to the *The Physician and Sportsmedicine* and *Postgraduate Medicine* e-newsletter circulation.

Pre-Payment Program: Quarterly Savings Add Up!

A 3% discount will be earned for pre-payment of a non-cancelable quarterly advertising commitment. Payment must be received in advance.

Continuity Program: Run More, Save More

Manufacturers who run 5 ads in *The Physician and Sportsmedicine* earn 1 free insertion.

Combination Buy: Use Both McGraw-Hill Journals and Save!

Advertisers running the same ad in the same month in both *The Physician and Sportsmedicine* and *Postgraduate Medicine* receive \$200 discount per page in both journals.