

## Rates

www.physsportsmed.com

1. a) **Effective rate date:** January 2005. All calendar year advertisers will be protected under these rates for calendar year 2005. Fiscal year advertisers will be protected under these rates for their fiscal year starting in 2005.
- b) **Cash discount:** None.
2. **Earned Rates:**
  - a) **Full-run:** Earned rates are based on the frequency of advertising insertions from individual corporate entities within a 12 month period. The earned rate is determined by the number of advertising insertions during the period. Each full page and/or fractional page counts as a single insertion. Each page of an insert counts as one insertion.
  - b) **Demographic rates:** Each demographic or regional page counts as an insertion toward full run earned rate.
  - c) **Frequency Program:** The minimum guaranteed 2005 earned frequency for a manufacturer is determined by the final 2004 earned frequency in *The Physician and Sportsmedicine*. If 2005 insertions exceed 2004, the higher frequency applies to all 2005 insertions.
  - d) **Combination Buy:** Advertisers running ads for the same product in the same month in both *The Physician and Sportsmedicine* and *Postgraduate Medicine* receive a \$200 discount per page off the earned rate in both journals. Different indications and formulations of products are acceptable. When ad units of different sizes are run in both journals the discount is based on the smaller ad unit. Regional, split-run or fractional pages are eligible and prorated. For additional details see joint *The Physician and Sportsmedicine* and *Postgraduate Medicine* rate card.
  - e) **Corporate Incentive Program:** 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 discounts and before agency commissions.
  - f) **New Molecular Entity:** Run three consecutive insertions for a new molecular entity/new indication and receive the fourth insertion free. Average of unit sizes determines free ad unit. Pre-launch ads do not qualify. The free new molecular entity insertion does not contribute to the continuity program.
3. **Rates, B&W:**
  - a) **Full-Run:** See B&W and Insert table below.
  - b) **Demographic Edition Rates:** Due to continuous updating of circulation files, advertisers *must* contact the advertising production department for *actual rate* to use on insertion orders.  
**Insert formula:** \$130/m per leaf. Minimum charge per leaf is \$3,800. In addition, there is an \$825 commissionable per unit, per insertion mechanical charge.  
**ROB formula:** (demo circulation requested ÷ current controlled circulation) x 1.5 x earned b&w rate) + color charges. Minimum charge for space is \$1,900 per page. In addition, there is an \$825 commissionable per unit, per insertion mechanical charge.
  - c) **Customized Advertising:** Bellybands, polybags. Consult Publisher for details.
4. **Color:** In addition to earned black and white rates.

Color Rates	Charge Per Color per page or fraction
Standard Color	711
Matched Color	1,020
4-Color	2,075
4-Color & Match	3,095
Silver	1,112
Copper or Gold	1,179
5. **Covers & Positions:**
  - a) **Covers:** Second cover and facing page: 1.4 times earned rate plus four-color on 2nd cover. Third cover and facing page: 1.1 times earned rate plus four-color on 3rd cover. Fourth cover: 1.5 times earned rate plus four-color on 4th cover.
  - b) **Internal gatefolds:** 1.1 times earned B&W per page rate, color additional.
  - c) **All other special positions:** 1.1 times earned B&W rate, color additional.
6. **Classified:** For complete information on Web and/or print classified advertising call (303) 721-4280.

### Advertising Sales Personnel:

**New York Office**  
Two Penn Plaza, 5th Floor  
New York, NY 10121  
(212) 904-3377  
(212) 904-4210 FAX

**Philadelphia Office**  
Two Commerce Square,  
25th Floor  
2001 Market Street  
Philadelphia, PA 19103

**Thomas L. Bishow**  
tom\_bishow@mcgraw-hill.com  
(215) 430-6053  
(215) 430-6056 FAX

### The Physician and Sportsmedicine Staff:

**Director of Production:**  
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### Black/White and Insert Rates

Frequency	1 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



## Insertion Information

7. **Availability and Acceptance:**
  - a) **Availability:** Supplied Inserts are accepted at the discretion of the Publisher. Demographic, geographic, and split-run inserts accepted.
  - b) **Acceptance:** A paper and insert sample must be submitted in advance to the Publisher for approval, and final furnished inserts must be the same bulk as the approved sample.
8. **Supplied Insert Charges:**
  - a) **Furnished inserts:** See "Supplied Inserts" under "Rates."
  - b) **Tip-in charge:** Consult Publisher for details.
  - c) **Advertisers will be billed at cost for any additional charges incurred due to incorrectly supplied inserts and/or any insert which causes a slow-down or stoppage in the bindery.**
9. **Suggested Insert Guidelines:** Paper stock is .004." The stock weight is to be governed by that commonly available in a .004" sheet, coated or uncoated. Allowable variation to the standard is 5%.
10. **Trimming:** All inserts to be full size supplied untrimmed, printed, folded (except single leaf) and ready for binding. Ship folded to 8" x 10 3/4". Final trim size 7 3/4" x 10 1/2". Keep live matter in 1/2" on all four sides from final trim size.
11. **Quantity:** Full run - 110,700 (estimated). Demographic editions: Exact quantity will be given upon Publisher's approval of insert (or call Suzi Johnson at (952) 832-7818).
12. **Packing:** Inserts should be alternately stacked in minimum lifts of six (6) inches for multiple leaf inserts and be securely packed in one-tier cartons. Single-leaf inserts should be securely packed in one-tier cartons. Do not alternate stacks (lifts) within cartons. Rubber bands should not separate the piles. Multiple issues or different inserts must be packed separately on individual skids. Charges will be incurred for sorting and repacking. **Additional expenses may be incurred when inserts are not supplied to specification. If extra personnel is needed to turn inserts before they can be filled into pockets on the binder, the additional cost will be passed along to client.** Each skid or pallet must not exceed 42 inches in height from the floor to the top of the skid or pallet. Restacking charges will be passed along to the client. Each skid or pallet must be adequately banded and wrapped. Provided that the runability of the inserts is not affected, brick stacking of inserts for skid or pallet is permitted.
13. **Shipping:** Warehouse receiving hours are 7:00 a.m. to 5:00 p.m. Monday through Friday. Late or weekend shipments must be prearranged and a late shipment charge will be assessed. No shipments are accepted on holidays. Make an appointment 24 hours in advance by calling (507) 835-0393 or (507) 835-5563. Indicate the name of publication, month of issue, name of advertiser, product, and quantity on each carton. Ship to:
 

Brown Printing Company  
2300 Brown Ave.  
Waseca, MN 56093-0517  
Attn: Chris Conway

Disposition of Inserts: Inserts left over after binding each issue will be disposed of in keeping with AMP guidelines for disposition of advertising materials.

## Issuance & Closing

14. **First Issue:** June 1973
15. **Frequency:** 12 times a year.
16. **Issue Dates:** 1st of each month.
17. **Mailing Dates & Class:** First 15 days of month of publication. Periodicals Mail.
18. **Closing Dates:**

Issue Date	Closing for ROB & Inserts	Material Due	Inserts Due
January	12/1/04	12/6/04	12/15/04
February	1/3/05	1/5/05	1/17/05
March	2/1	2/7	2/15
April	3/1	3/7	3/15
May	4/1	4/5	4/15
June	5/2	5/5	5/16
July	6/1	6/6	6/15
August	7/1	7/5	7/15
September	8/1	8/5	8/15
October	9/1	9/5	9/15
November	10/3	10/5	10/17
December	11/1	11/7	11/15

## Editorial

19. **Issues:**
  - a) **Index Issues:** An index is published on the Web in December.
  - b) **Electronic Availability:** *The Physician and Sportsmedicine* ONLINE (www.physsportsmed.com) is one of the most award-winning and high-traffic medical Websites on the Internet. It features full-text of major articles and departments that is searchable back to January 1996 as well as a full editorial index dating back through 1990. Generating over 5 million page views and 3 million user sessions per year, *The Physician and Sportsmedicine* ONLINE also features CME quizzes with real-time submission, scoring, and payment options. Full text is also available via Dialog, Dow Jones Interactive, and Lexis/Nexis.
20. **Editorial Changes in the Next 12 Months:** New editorial series on obesity, pediatrics, and sports medicine economics.
21. **General Editorial Direction:**
  - a) **Objective:** To serve the practicing physician's professional and personal interest in the medical aspects of exercise, sports, and fitness through a balance of clinical and topical editorial.
  - b) **Content:** Review articles, research, and case reports focus on new and current practical information the physician can apply in day-to-day practice, including:
    - The role of physical exercise and sports in the prevention of chronic disease states.
    - The role of physical exercise in the amelioration of acute and chronic disease states.
    - The recognition, treatment, and prevention of injury and disease related to exercise and sports.
    - The medical examination, qualification, and supervision of recreational as well as competitive athletes.
    - The interaction of the sports participant with the environment in terms of geography, climate, facilities, and equipment.
    - The medical principles involved in training and conditioning for basic health or athletic achievement.
    - Medically related subjects that not only help physicians treat patients but also parallel their personal interest and involvement in sports medicine.
22. **Average Issue Information (July 2003 to June 2004):**
  - a) **Average number of articles per issue:** 3-4 (excluding departments)
  - b) **Average article length:** 6 pages (excluding departments)
  - c) **Editorial Department/Features:**
    - Editor's Notes
    - News Briefs/Field Notes
    - Pearls
    - Best of the Literature
    - Letters to the Editor
    - Review articles
    - Case reports
    - Clinical Quizzes
    - Original Research
    - Clinical Techniques
    - Continuing Medical Education (CME)
23. **Origin of Editorial (July 2003 to June 2004):**
  - a) **Staff written:** 10%
  - b) **Solicited:** 45%
  - c) **Unsolicited:** 45%
  - d) **Peer review:** All clinical articles are reviewed by 2 board members or other appropriate experts plus the Editor-in-Chief. Rejection rate of unsolicited manuscripts is 70%.

## Circulation

24. **Description of 2005 Circulation Parameters:** See table below.
- Office-based MD's & DO's:**  
Family Practice, General Practice, Internal Medicine, Osteopathic Medicine, Cardiovascular Diseases, Orthopedic Surgery, Pediatrics, Family Practice Sports Medicine (FSM), and Orthopedic Surgery Sports Medicine (OSM), Internal Medicine/Sports Medicine (ISM), Internal Medicine/Pediatrics (MPD).
  - Hospital-based MD's & DO's:**  
Family Practice, General Practice, Internal Medicine, Osteopathic Medicine, Cardiovascular Diseases, Orthopedic Surgery, Family Practice Sports Medicine (FSM) and Orthopedic Surgery Sports Medicine (OSM), Internal Medicine/Sports Medicine (ISM), Internal Medicine/Pediatrics (MPD).  
**Interns:** None  
**2nd and 3rd Year Residents:** Same specialties covered above.
  - Other professional activity:** None
  - Military:** None
  - Demographic:** Yes
25. **Demographic Selection Criteria:**
- Age:** All ages
  - Prescribing:** All therapeutic categories.
  - Circulation distribution:**  
Controlled: 42%  
Request: 58%
  - Paid information:**  
Association members: Not applicable.  
Is publication received as part of dues? No.
  - Subscription rates:**  
U.S. \$48.00/year  
Canada: \$58.00/year (U.S. Funds)  
Foreign: \$130.00/year (U.S. Funds) Includes air delivery
  - Renewal rate:** Paid - 62%
26. **Circulation Verification:**
- Audit:** BPA Worldwide
  - Mailing house:** Dendrite Interactive Marketing, LLC
27. **Coverage:** See below.
28. **Anticipated Circulation Modifications or Changes Effective January 2005:**
- Additions:** None.
  - Modifications:** None.
  - Deletions:** None.
  - Estimated total circulation for 2005:** 101,500 (96,600 controlled, 4,900 paid)

	Office	Hospital	Total
General Practice	5,175	339	5,514
Family Practice	37,594	1,216	38,810
Osteopathic Medicine	10,313	800	11,113
Internal Medicine	21,407	1,576	22,983
IM - Pediatrics	145	32	177
IM - Sports Medicine	14	3	17
Cardiology	3,793	294	4,087
Family Sports Medicine	173	56	229
Orthopedic Sports Medicine	230	30	260
Orthopedic Surgery	5,367	259	5,626
Pediatrics	7,789	—	7,789
<b>Total</b>	<b>92,000</b>	<b>4,605</b>	<b>96,605</b>

Estimated 2005 Circulation.

## General Information

29. **Requirements for Advertising Acceptance:**
- Acceptance:** The Publisher reserves the right to decline or cancel any advertisement at any time. Professional and nonprofessional products and services are accepted, provided they are in harmony with the policy of service to the medical profession subject to approval of the Publisher. Advertisements that, in the opinion of *The Physician and Sportsmedicine*, resemble editorial material must include the heading "Advertisement" at the top center of each ad page in at least 12 pt. type. Advertisements for professional products must comply with all applicable federal and state regulations. Nonprofessional product or service ads should be submitted to the Publisher for approval 2 weeks prior to closing date. Whenever possible, McGraw-Hill Healthcare Information Group attempts to provide equitable front/back rotation to all advertised products within the individual journals. In order to meet our stringent press/ mailing dates, we've set reasonable closing dates for commitments and materials. If, for some reason, advertisers are unable to commit by the published closing date, we will do everything in our power to accommodate individual requests, but cannot guarantee positioning.
  - Publisher's Copy Protective Clause:** Advertiser and advertising agency assume liability for all content (including names, portraits, text, representations, illustrations, or any sketches, maps, words, labels, trademarks, or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstance beyond the control of the Publisher affecting production or delivery in any way. Publisher cannot guarantee competitive ad separation in special positions.
  - Financial Liability:** Publisher will hold advertiser and agency jointly and severally liable for monies due and invoiced for published advertising. In the event that commercial or legal proceedings are instituted to collect any amounts due, advertiser agrees to pay reasonable attorney fees or collection fees of 20% of the unpaid balance plus any court costs or charges incurred.
30. **New Product Releases:** N/A.
31. **Editorial Research:** Physician recipients are surveyed about readership of articles in particular issues. Physicians are also quizzed on their interest on upcoming articles; and focus group interviews are conducted periodically.
32. **Ad Format & Placement Policy:**
- Format:**
    - Between articles—yes
    - Welled—no
    - Stacked—no
    - Within articles—yes
  - Are ads rotated?** Yes.
33. **Ad/Edit Information:** 50% Advertising to 50% Editorial
34. **Value-Added Services:**
- e-TOC:** Participants in new molecular entity program qualify for one free e-TOC to McGraw-Hill Healthcare Information Group's e-newsletter circulation.
  - Free Web Banner:** Earn a free web banner on the *The Physician and Sportsmedicine* Website during the month your ad runs in print.
  - Web Sponsorship:** Contact your sales representative for more details or call Todd Hansen (952) 832-7875.
  - Bonus Distribution:** *The Physician and Sportsmedicine* will be distributed at major medical meetings in 2004, including: ACSM, 6/1-4; NATA, 6/12-16; AAFP, 10/13-17; IPMA, 11/4-7.
  - Other:**
    - Advertisers Directory: Directory of advertisers with Website addresses in journal and/or www.physsportsmed.com.
    - Mailing Lists: Entire circulation available.
    - Editorial Reprints: Direct inquiries to: Pat Pesola (952) 832-7860 or account manager.
    - Single Issue Sales: Contact circulation or account manager. Large quantities should be ordered before closing date to insure availability.
35. **Healthcare Information Programs:** The Healthcare Information Programs division of the McGraw-Hill Healthcare Information Group conceives and develops premier communications materials for clients who wish to leverage the credible information and editorial integrity for which McGraw-Hill is well-known. Programs can be produced in all media and in multiple languages for distribution: Special Reports (journal supplements), Handbooks, Patient Education materials, Round Tables, Collected Readings, and Brochures. For more information, contact Bill Faust, Business Development Director, (212) 904-6584, bill\_faust@mcgraw-hill.com, or Sarah DeMann, General Manager, (952) 832-7833, sarah\_demann@mcgraw-hill.com.

## Mechanical Requirements – Digital

### 36. Ad Sizes and Bleed Sizes:

	<b>Ad Sizes Width Depth (live matter)</b>	<b>Bleed Sizes Width Depth</b>
1 Page	6 3/4" x 9 1/2"	8" x 10 3/4"
2/3 Page	4 3/8" x 9 1/2"	4 7/8" x 10 3/4"
1/2 Page Vertical	3 1/4" x 9 1/2"	3 3/4" x 10 3/4"
1/2 Page Horizontal	6 3/4" x 4 5/8"	8" x 5 1/4"
1/3 Page Vertical	2 1/8" x 9 1/2"	2 5/8" x 10 3/4"
1/3 Page Square	4 3/8" x 4 5/8"	4 7/8" x 5 1/4"
1/4 Page Vertical	3 1/4" x 4 5/8"	3 3/4" x 5 1/4"

- a) Hold live matter in 1/2" on all four sides from final trim size.  
b) Trim size of journal: 7 3/4" x 10 1/2"
37. **Paper Stock:**  
a) Inside pages: 32 lb. machine coated  
b) Covers: 70 lb. offset enamel  
c) 4-Color process: 32 lb. machine coated
38. **Type of Binding:** Perfect bound
39. **Half-tone Screen Requirements:** Covers and inside: 133 line screen recommended.
40. **Disk Requirements:**  
a) Macintosh formatted CD (650 Mb) or Zip (100 Mb)  
b) Include the supporting application file, all fonts and graphics, and a printout of the CD or Zip disk contents.  
c) File to contain only one page or one spread.  
d) Line screen: 133 lines per inch (54 lines per centimeter)  
e) Screen angles used unless otherwise requested on disk label: C-15%, M-45%, Y-90%, K-75%.  
f) All required trapping should be done prior to creating the file.  
g) Color traps – .65 pt. for Illustrator elements, .144 pt. for Quark elements and black overprint set when necessary.  
h) Include quality control patch (color bars) within maximum dimension of ad file.
- i) All marks (trim, bleed, center) should be included in all colors.  
j) Maximum actual ad size:  
Non-bleed page: 6 3/4" x 9 1/2" (178mm x 248mm)  
Bleed page: 8" x 10 3/4" (203 mm x 279mm)
41. **Reproduction Requirements:** Follow "Specifications for Web Offset Publications" (S.W.O.P.) booklet, Revised 2001.  
a) **Reverse lettering:** Reproduce all reverse lettering in a minimum of colors, using key color for shape of letters and making lettering in subordinate colors slightly larger than key color to reduce register problems. Small letters with fine serifs are not practical and should be avoided. Nothing smaller than 10 point type should be used for reverse lettering.  
b) **Materials:** Preferred file format - S.W.O.P. Recommended: PDF/X-1a. Other accepted file format: TIFF/IT-P1. Disk: Macintosh formatted CD (650 Mb) or Zip (100 Mb).  
c) **Proofing:** Press, Offpress or Digital Halftone proofs (contract proofs) are acceptable for color guidance on press. Examples of preferred digital halftone proofs include Imation Matchprint™ Digital Halftone Proofs and Kodak Approvals. Color or black and white laser proofs are acceptable for content proofs only. Proofs must meet S.W.O.P. specifications and include a quality control patch (color bars). Custom screen angles will not be accepted. Number of proofs: 1.  
d) **Printing:** Body and Covers - printed heat-set web offset.  
e) **Color rotation:** 2-Color - printed wet, color goes down first. 4-Color web offset - printed wet: yellow, red, blue, black.  
f) **Shipping:** Send files and proofs to Suzi Johnson, *The Physician and Sportsmedicine*, 4530 West 77th St., Suite 350, Minneapolis, MN 55435.
42. **Disposition of Material:** Reproduction material will be held 13 months from date of last insertion and then destroyed.
43. **Digital Ad Specifications:** For instructions on creating a PDF/X-1a file, go to [www.physsportsmed.com/ad\\_svcs/digital.htm](http://www.physsportsmed.com/ad_svcs/digital.htm).