

2008

Classified  
Ad Rates

Issued: October 2007

## Editorial Niche

## Classified Print Advertising Rates



## Issuance & Closing Dates

## Bonus Distributions\*

\* Subject to change

## Print Specifications

### For more information:

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# CLINICIAN REVIEWS®

A Johnson Publication

[www.clinicianreviews.com](http://www.clinicianreviews.com)

*Clinician Reviews* is the first and only journal written by NPs/PAs for NPs/PAs blending the best, most trusted clinical content with exciting topical news and professional information. *Clinician Reviews* has the most comprehensive circulation in the NP/PA market, which provides peer-reviewed clinical information covering in-depth professional news and emerging trends for clinicians. Total Circulation: 125,138\*.

\*Source: BPA, June 2007.

### Gross Classified Rates\*†

Size	1 time	Size	1 time
Full page	\$3,045	1/6 page	\$1,045
2/3 page	\$2,645	1/12 page	\$655
1/2 page	\$2,095	Col. Inch	\$240
1/4 page	\$1,480		

### New Frequency Packages

Place 2 ads, get the third for 30% off  
Place 4 ads, get the fifth one for free

### Color Rates

2-color \$485  
4-color \$885

★ All ads except the column inch include an online job listing on [careers.clinicianreviews.com](http://careers.clinicianreviews.com), [explorehealthcareers.org](http://explorehealthcareers.org) and a job alert.

† Recognized advertising agencies, providing camera-ready materials as specified, receive 15% commission on gross billing, paid within 30 days. Agency discount will not apply to line ads. Pubset ads and production charges are non-commissionable.

### Classified Headings

Directors Wanted, Medical Services, Faculty Positions, Miscellaneous, Fellowships, Positions Available, Locum Tenens, Positions Wanted, Medical Education, Practices Available, Medical Meetings, Professional Opportunities, Medical Publications and Residencies. No special headings permitted.

When no heading is requested, we will use our own judgment in classifying an ad.

Frequency: 12 issues a year | Mailing Date: 15<sup>th</sup> of each month

Copy changes/cancellations must be received **on or before** closing date of the scheduled issue(s).

Issue	Closing Date	Issue	Closing Date	Issue	Closing Date
Jan.	Dec. 3, 2007	May	April 1, 2008	Sept.	Aug. 1, 2008
Feb.	Jan. 2, 2008	June	May 1, 2008	Oct.	Sept. 1, 2008
March	Feb. 1, 2008	July	June 2, 2008	Nov.	Oct. 1, 2008
April	March 3, 2008	Aug.	July 1, 2008	Dec.	Nov. 3, 2008

April: AAPA's 36<sup>th</sup> Annual PA Conference; San Antonio, TX; May 24-29, 2008

May: AANP Annual Meeting; Washington, D.C.; June 26-30, 2008

Size	Width	Height	Size	Width	Height		
Col. Inch	2.25"	X	1"	4.75"	X	11"	
1/16	2.25"	X	2.5"	7.3"	X	11"	
1/8H	4.75"	X	2.5"	9.875"	X	11"	
1/8V	2.25"	X	5.25"	Full Page Bleed	11.125"	X	13.75"
1/4H	4.75"	X	5.25"	Trim Size	10.875"	X	13.5"
1/4V	2.25"	X	11"	Live Area	10.375"	X	13"
1/2H	9.875"	X	5.25"				

Click the link below to be directed to our Web site for:

• Classified Print Specifications • Production Materials • Production Charges • Policies • Billing & Credit

Or go directly to <http://www.valleyforgepress.com/terms.html>