

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:

VALLEY FORGE PUBLISHING GROUP  
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Norristown, PA 19403

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fempclassified@valleyforgepress.com  
Medhealthjobs.com  
Valleyforgepress.com

# The Female Patient

www.femalepatient.com

The primary goal of *The Female Patient*® is to provide timely, practical, peer-reviewed information authored by physicians for physicians in everyday practice to address the needs of the female market. *The Female Patient*® features comprehensive, unbiased review articles, CME as well as regular departments addressing specific subspecialty areas. Established in 1976. Total Circulation: 61,538\*.

\*Source: BPA, July 2007

### Gross Classified Rates\*\*

Size	1 time	Size	1 time
Full page	\$3,995	1/4 page	\$1,295
2/3 page	\$2,850	1/6 page	\$905
1/2 page	\$2,135	1/12 page	\$550
1/3 page	\$1,590	Col. Inch	\$220

### 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 \$400  
4-color \$800

\* All ads except the column inch include an online job listing on femalepatient.com, 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 | 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. 5, 2007	May	April 4, 2008	Sept.	Aug. 5, 2008
Feb.	Jan. 4, 2008	June	May 5, 2008	Oct.	Sept. 5, 2008
March	Feb. 5, 2008	July	June 5, 2008	Nov.	Oct. 3, 2008
April	March 5, 2008	Aug.	July 3, 2008	Dec.	Nov. 5, 2008

April:

ACOG 56<sup>th</sup> Annual Clinical Meeting; New Orleans, LA; May 3-7, 2008

Size	Width	Height	Size	Width	Height
Col. Inch	2.25"	X	1"	1/2H	9.875" X 4.25"
1/12	2.25"	X	2"	1/2V	3.5" X 9"
1/6H	4.72"	X	2"	2/3 V	4.72" X 9"
1/6V	2.25"	X	4.25"	Full Page	7.2" X 9"
1/4H	3.5"	X	4.25"	Full Page Bleed	8.125" X 11"
1/3H	4.72"	X	4.25"	Live Area	7.375" X 10.25"
1/3V	2.25"	X	9"	Trim Size	7.875" X 10.75"

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>