

2009

Classified
Ad Rates

Issued: November 2008

Editorial Niche

Classified Print Advertising Rates



Issuance & Closing Dates

Bonus Distributions*

*Subject to change

Print Specifications

For more information:

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Clinical Advisor

www.ClinicalAdvisor.com

The Clinical Advisor is No. 1 among journals reaching the combined NP/PA audience and has won the EDDIE award as the best healthcare magazine in America. *The Clinical Advisor* is a monthly journal for nurse practitioners and physician assistants in primary care. Its mission is to keep practitioners up to date with the latest information about diagnosing, treating, managing, and preventing conditions seen in a typical office-based primary-care setting. 125,000* U.S. nurse practitioners and physician assistants will receive each issue of *The Clinical Advisor*.

*BPA 07/08 Circulation Statement

Gross Classified Rates

Regular Classified Ads 1 time

First 30 words	\$150
Each additional word	\$2.25

New Frequency Packages

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

Classified Display Ads**†

Size	1 time	Size	1 time
Column Inch	\$265	1/4	B&W \$1,230
	2-color \$305		2-color \$1,545
	4-color \$340		4-color \$1,550
1/16	B&W \$550	1/2	B&W \$1,955
	2-color \$610		2-color \$2,215
	4-color \$665		4-color \$2,490
1/8	B&W \$870	Full	B&W \$3,020
	2-color \$975		2-color \$3,440
	4-color \$1,375		4-color \$3,875

** All ads except the column inch include an online job listing on clinicaladvisor.com 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

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

Faculty Positions, Locum Tenens, Medical Meetings, Medical Services, Miscellaneous, Positions Available, Positions Wanted, Books/Supplies, Computer/Software, Medical Education, Medical Equipment/Supplies, Real Estate

Frequency: 12 issues a year • **Mailing Date:** 20th 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. 4, 2008	Feb.	Jan. 6, 2009	March	Feb. 9, 2009
April	March 9, 2009	May	April 6, 2009	June	May 6, 2009
July	June 8, 2009	Aug.	July 8, 2009	Sept.	Aug. 7, 2009
Oct.	Sept. 7, 2009	Nov.	Oct. 6, 2009	Dec.	Nov. 9, 2009

April: AAPA's 37th Annual PA Conference; San Diego, CA; May 23-28, 2009

May: AANP 23rd Annual Conference; Nashville, TN; June 17-21, 2009

October: ACNP 2009 Clinical Conference; Albuquerque, NM; Oct. 7-11, 2009
NPWH 12th Annual Conference; Providence, RI; Oct. 14-17, 2009

Size	Width	Height	Size	Width	Height
Col. Inch	1.625" X	1"	1/2 Page	6.87" X	4"
1/16	1.625" X	1.938"	Full Page	6.87" X	8.125"
1/8	3.345" X	1.938"	Trim Size	7.87" X	10.5"
1/4	3.345" X	4"			

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

- Classified Print Specifications • Production Materials • Production Charges •
- Administrative Fees • Policies • Billing & Credit •

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