

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:

VALLEY FORGE PUBLISHING GROUP  
2570 Blvd. of the Generals, Suite 220  
Norristown, PA 19403

P: (800) 983-7737 F: (610) 854-3780  
conpedclassified@valleyforgepress.com  
Medhealthjobs.com  
Valleyforgepress.com

# Consultant FOR PEDIATRICIANS

<http://www.ConsultantLive.com/cfp>

*Consultant for Pediatricians*, published monthly, offers clinicians who practice primary care pediatrics authoritative, practical help in solving real life clinical problems that arise in daily office practice. The journal offers peer-reviewed case presentations, interactive quizzes, concise updates on controversial and timely topics; top-quality color photographs are emphasized. The journal also features review articles that describe the state-of-the-art in diagnosis and management. Established in 2001. Total Circulation: 62,149\*

\*Source: BPA, June 2008

### Gross Classified Rates\*\*

Size	1 time	Size	1 time
Full page	\$5,035	1/4 page	\$1,845
2/3 page	\$4,405	1/6 page	\$1,370
1/2 page	\$3,380	1/12 page	\$980
1/3 page	\$2,360	Col. Inch	\$315

  

New Frequency Packages		Color Rates	
Place 2 ads, get the third for 30% off		2-color	add 10%
Place 4 ads, get the fifth one for free		4-color	add 15%

\*\* All display ads except the column inch size and product/service ads include an online job listing on consultantlive.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

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. 1, 2008	May	April 1, 2009	Sept.	July 31, 2009
Feb.	Dec. 31, 2008	June	May 1, 2009	Oct.	Sept. 1, 2009
March	Feb. 2, 2009	July	June 1, 2009	Nov.	Oct. 1, 2009
April	March 2, 2009	Aug.	July 1, 2009	Dec.	Nov. 2, 2009

**April:** National Association of Pediatric Nurse Practitioners (NAPNAP) 30th Annual Conference; San Diego, CA; March 19-22

**October:** American Academy of Pediatrics (AAP); Washington, D.C.; October 17-20

Size	Width	Height	Size	Width	Height	
Col. Inch	2.167"	X	1"	2.167"	X	8.22"
1/12	2.167"	X	1/2H	6.83"	X	4"
1/6H	4.5"	X	1/2V	3.33"	X	8.22"
1/6V	2.167"	X	2/3 V	4.5"	X	8.22"
1/4H	3.33"	X	Full Page	6.83"	X	8.22"
1/3H	4.5"	X	Trim Size	7.75"	X	10.75"

### 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>