

# 2010

Classified Ad Rates

Issued: November 2009

CONSULTATIONS IN PRIMARY CARE  
**Consultant**<sup>®</sup>

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

## Editorial Niche

*Consultant* is published monthly by CMP Healthcare Media LLC, Cliggott Publishing Group. It is distributed to physicians, MDs, and DOs, in office- and hospital-based general practice, family practice, internal medicine, and cardiology; *Consultant* also circulates to physician assistants and nurse practitioners.

ConsultantLive pulls together practical clinical advice from top experts in many specialties in a convenient source for primary care practitioners. The journal and Web site provide peer-reviewed articles on key topics encountered in clinical practice, as well as short, quick-reading features that emphasize diagnostic quizzes and color photography.

By focusing on the "how-to" of diagnosing and treating common medical problems, *Consultant* has become the No. 1 independent journal among office-based primary care physicians, physician assistants and nurse practitioners, according to syndicated research studies. Total Circulation: 246,898\*  
\*Source: BPA, June 2008

## Classified Print Advertising Rates



### Gross Classified Rates\*\*

Size	PC run~175k	NP/PA run~70k	Full run PC, NP/PA~245,000
Full page	\$5,950	\$3,635	\$7,025
2/3 page	\$5,200	\$3,190	\$6,130
1/2 page	\$3,980	\$2,480	\$4,680
1/3 page	\$2,760	\$1,760	\$3,230
1/4 page	\$2,155	\$1,395	\$2,500
1/6 page	\$1,590	\$1,070	\$1,830
1/12 page	\$1,125	\$735	\$1,270
Col. Inch	\$380	\$220	\$445

### 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 \$535  
4-color \$975

\*\*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

## Issuance & Closing Dates

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
<b>Jan.</b>	Dec. 7, 2009	<b>June</b>	May 7, 2010	<b>Oct.</b>	Sept. 7, 2010
<b>Feb.</b>	Jan. 7, 2010	<b>July</b>	June 7, 2010	<b>Nov.</b>	Oct. 7, 2010
<b>March</b>	Feb. 8, 2010	<b>Aug.</b>	July 7, 2010	<b>Dec.</b>	Nov. 8, 2010
<b>April</b>	March 8, 2010	<b>Sept.</b>	Aug. 6, 2010		
<b>May</b>	April 7, 2010				

## Print Specifications

Size	Width	Height	Size	Width	Height
Col. Inch	2.167" X	1"	1/3V	2.167" X	8.22"
1/12	2.167" X	1.875"	1/2H	6.83" X	4"
1/6H	4.5" X	1.875"	1/2V	3.33" X	8.22"
1/6V	2.167" X	4"	2/3 V	4.5" X	8.22"
1/4H	3.33" X	4"	Full Page	6.83" X	8.22"
1/3H	4.5" X	4"	Trim Size	7.75" X	10.75"

## For more information:

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## 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>