

PRINT
CLASSIFIED ADVERTISING
RATES & INFORMATION

Effective January 1, 2012



WHERE PHYSICIANS FIND JOBS.



The NEW ENGLAND
JOURNAL of MEDICINE

NEJM.ORG

ISSUE & CLOSING DATES†

EFFECTIVE JANUARY 1, 2012

ISSUE DATE	CLOSE & MATERIALS DATE FOR LINE & FRACT. ADS‡	ISSUE DATE	CLOSE & MATERIALS DATE FOR LINE & FRACT. ADS‡	ISSUE DATE	CLOSE & MATERIALS DATE FOR LINE & FRACT. ADS‡
January 5	December 14*	May 3	April 12*	September 6	August 17
January 12	December 20*	May 10	April 20	September 13	August 24
January 19	December 29*	May 17	April 27	September 20	August 30*
January 26	January 6	May 24	May 4	September 27	September 7
February 2	January 12*	May 31**	May 11	October 4	September 14
February 9	January 20	June 7	May 18	October 11	September 21
February 16	January 27	June 14	May 24*	October 18	September 28
February 23	February 3	June 21	June 1	October 25	October 4*
March 1	February 10	June 28	June 8	November 1**	October 12
March 8	February 16*	July 5	June 15	November 8	October 19
March 15	February 24	July 12	June 22	November 15	October 26
March 22**	March 2	July 19	June 28*	November 22	November 2
March 29**	March 9	July 26	July 6	November 29	November 8*
April 5	March 16	August 2	July 13	December 6**	November 15*
April 12	March 23	August 9	July 20	December 13	November 21*
April 19**	March 30	August 16	July 27	December 20	November 30
April 26	April 6	August 23	August 3	December 27	December 6*
		August 30	August 10		

*Special closing date

†All issue and closing dates as well as designated special issues are subject to change.

‡Closing dates for full-page ads are 7 days prior to the materials due date. For more information, call (800) 635-6991 or email ads@nejmcareercenter.org.

**Bonus distribution at physician conventions

FREQUENCY AND CLOSING DATES

The *New England Journal of Medicine* is published every Thursday by the Massachusetts Medical Society. For fractional units, closing is 20 days prior to issue date. For a current list of NEJM-attended medical conventions where issues are distributed (considered bonus distribution), visit <http://employer.nejmcareercenter.org/rates/calendar.pdf>.

Resident Reach Issue

In Practice Issue

MD Career Path Issue

Specialty Delivery Issue

PHONE: (800) 635-6991 FAX: (781) 895-1045 EMAIL: ads@nejmcareercenter.org WEB: NEJMCareerCenter.org

INTRODUCTION

The New England Journal of Medicine



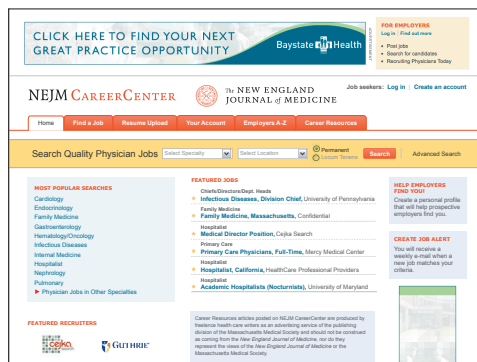
The *New England Journal of Medicine* (NEJM) is published every Thursday by the Massachusetts Medical Society and has a nationwide circulation to nearly 113,000^{††} physicians and health professionals. Pass-along readership raises its weekly reach to more than 168,000 physicians.

NEJM reaches an active, informed, and loyal audience of physicians both in training and in practice. According to the Institute for Scientific Research, NEJM is the most cited medical journal in the world.

Additionally, in a recent independent, blind study, physicians named NEJM as the #1 most useful source for jobs, both in print and online.^{‡‡}

For physician recruiters, this translates into more quality responses. During a period of physician shortages, the ability to reach a loyal and active physician audience is a real bonus. As a result of the publication's reach and its unique content and reputation, NEJM publishes more physician recruitment classified ads than any other U.S. medical publication.

NEJM CareerCenter



NEJM CareerCenter (NEJMCareerCenter.org) is the Internet recruiting service from the *New England Journal of Medicine*. It is a recruitment site for physicians that offers quality jobs (both permanent and *locum tenens*) and unique content. For employers and recruiters, it offers candidate tracking, and profile searching.

The combination of the *New England Journal of Medicine* and NEJM CareerCenter is a powerful recruiting strategy for physician recruiters who are seeking the broadest and

best audience for their marketing message. For information on our print and online advertising programs or for a copy of our online rate card, call NEJM Classifieds at (800) 635-6991.

^{††}BPA Statement, July 2011.

^{‡‡}2010 "How Physicians Search for Jobs" study, Zeldis Research Associates, Inc.

GENERAL PRINT INFORMATION

RATES

Rates are effective January 1, 2012, and are subject to change without notice. Print rates listed are per issue per advertisement.

CLOSING DATES

Full-page, run-of-book ads close 27 days prior to publication date. For fractional units and line ads, closing is approximately 20 days prior.

INSERTION ORDERS (Display Ads)

The preferred method of submitting insertion orders for classified display ads is by email at ads@nejmcareercenter.org. Insertion orders can also be faxed to NEJM at (781) 895-1045 or (781) 893-5003.

LINE AD SUBMISSION

The preferred method of transmitting line classified ads to NEJM is by email at ads@nejmcareercenter.org. To ensure accuracy, classified ads are not accepted over the telephone. Line classified ads can also be faxed to NEJM at (781) 895-1045 or (781) 893-5003, or mailed to:

Classified Advertising Sales
The New England Journal of Medicine
860 Winter Street
Waltham, MA 02451-1413

PAYMENT

Purchase orders are accepted subject to credit approval. Small group practices and individuals will be required to prepay. For orders requiring prepayment, we accept Visa, MasterCard, American Express, and personal checks.

CANCELLATIONS

Cancellations must be confirmed in writing and must be transmitted via fax or email. Classified line and display ads cannot be cancelled any later than one business day after the materials due date.

SHORT RATES & REBATES

Recruitment display advertisers who contract for a specific frequency but do not meet that frequency within the contract period will be short-rated. Advertisers who exceed their contract frequency will be credited.

REACH THE HARD TO REACH

When you're looking to recruit physicians in IM, IM subspecialties, and the many other hard-to-reach specialties, the *New England Journal of Medicine* (NEJM) is the most effective vehicle and provides you with the most value for your advertising dollars.

NEJM is a must-read journal for many of these specialties, reaching more than 168,000 physicians each week.* In fact, in a recent independent, blind study, physicians named NEJM as the #1 most useful source for jobs, both in print and online.†

The trust and credibility associated with the NEJM brand, combined with the various incentive programs we offer, help ensure that your ad receives the exposure it needs to reach the best physician candidates.

BUY 3... GET 1 FREE — AVAILABLE ALL YEAR 'ROUND!

Run the same print ad in three consecutive issues of the *New England Journal of Medicine* any time throughout the year, and you'll get a fourth insertion free of charge. Note: Your free ad must run consecutively with the other three ads. Be on the lookout for seasonal promotions throughout the year.

*Includes pass-along readership

†2010 "How Physicians Search for Jobs" study, Zeldis Research Associates, Inc.

GENERAL PRINT INFORMATION

REACH RESIDENTS, FELLOWS, AND NEW PHYSICIANS FOR FREE WITH NEJM'S SPECIAL ISSUES

Run your paid line or display print ad in selected NEJM special issues, and in addition to reaching over 168,000 weekly recipients** of NEJM, your ad will automatically be reprinted for FREE in a special booklet and mailed to a specific target audience of physicians in a variety of specialties.

Your ad will also receive online exposure, as a PDF of each special booklet will be posted on NEJM CareerCenter's home page (NEJMCareerCenter.org), visited by thousands of physicians each month.

You may also have your ad posted to the searchable part of the website for a web processing fee. NEJM will also email registered users whose search criteria match your ad to encourage them to visit NEJM CareerCenter. Physicians can search jobs by specialty and geographic region, create profiles and cover letters, and apply electronically.

Contact the Classified Advertising Department at (800) 635-6991 or ads@nejmcareercenter.org for complete program details, including information on the target audience of physicians and specialties for each special issue.

SPECIAL ISSUE	NEJM ISSUE	CLOSING DATE
February <i>Resident Reach</i>	2/16	1/27
<i>In Practice (2–3 Years)</i>	3/22	3/2
<i>In Practice (4–5 Years)</i>	4/19	3/30
<i>MD Career Path</i>	6/7	5/18
<i>Specialty Delivery</i>	9/13	8/24
October <i>Resident Reach</i>	10/11	9/21
November <i>Resident Reach</i>	11/15	10/26

†Program subject to change

**Includes pass-along readership

BONUS CONFERENCE DISTRIBUTION

Complimentary copies of NEJM are regularly distributed at the annual conferences of organizations such as the American College of Physicians and the American Heart Association. Call (800) 635-6991 for a complete schedule or consult our website at <http://employer.nejmcareercenter.org/rates/calendar.pdf>.

DISPLAY ADVERTISING

Recruitment advertisers have the option of utilizing the display advertising format to differentiate their job offers, promote their organizations, and draw attention with eye-catching graphic elements. A wide range of display ad sizes allow advertisers to include multiple specialties in the same advertisement. NEJM offers fee-based typesetting services for display advertisers who need help creating their ads (see page 7 for typesetting fees and rates). Display recruitment ads appear in a section that immediately follows line recruitment ads. Recruitment display ads are required to have a border around them and may include logos, artwork, and even color. For a fee of \$120, display ads are included on the NEJM CareerCenter website and are viewable by job seekers for a minimum of 21 days.

RECRUITMENT NEWSLETTER

Recruiting Physicians Today (RPT), published by the Classified Advertising department, is a free bimonthly newsletter offered to NEJM's classified advertisers. Each issue features articles that provide timely information and practical tips on topics such as strategies for physician retention, recruiting physicians in times of a shortage, and updates on medical school enrollment.

To receive your free hard copy and email subscription to *Recruiting Physicians Today*, email us at support@nejmcareercenter.org.

RPT SPONSORSHIP

If you're trying to reach a targeted audience of physician recruiters, consider sponsoring an issue of the *Recruiting Physicians Today* newsletter. Sponsors receive extensive promotion in both the printed direct mail and HTML email versions of the newsletter, which currently reach approximately 10,000 recruiters each issue. For more information, contact NEJM at (800) 635-6991 or ads@nejmcareercenter.org.

LINE ADVERTISING

SPECIALTY CLASSIFICATIONS[‡]

Addiction Medicine	Neonatal-Perinatal Medicine	Primary Care	Chiefs/Directors/ Department Heads Faculty/Research Graduate Training/ Fellowships/Residency Programs Physician Assistants
Allergy & Clinical Immunology	Nephrology	Psychiatry	
Ambulatory Medicine	Neurology	Public Health	
Anesthesiology	Nuclear Medicine	Pulmonary Disease	
Cardiology	Obstetrics & Gynecology	Radiation Oncology	
Critical Care	Occupational Medicine	Radiology	
Dermatology	Ophthalmology	Rheumatology	
Emergency Medicine	Osteopathic Medicine	Surgery, General	
Endocrinology	Otolaryngology	Surgery, Cardiovascular/ Thoracic	
Family Medicine	Pathology	Surgery, Neurological	
Gastroenterology	Pediatrics, General	Surgery, Orthopedic	
General Practice	Pediatric Gastroenterology	Surgery, Pediatric	
Geriatrics	Pediatric Intensivist/ Critical Care	Surgery, Orthopedic	
Hematology-Oncology	Pediatric Neurology	Surgery, Pediatric	
Hospitalist	Pediatric Otolaryngology	Surgery, Plastic	
Infectious Disease	Pediatric Pulmonology	Surgery, Transplant	
Internal Medicine	Physical Medicine & Rehabilitation	Surgery, Vascular	
Internal Medicine Pediatrics	Preventive Medicine	Urgent Care	
Medical Genetics		Urology	

PRINT ONLY CLASSIFICATIONS
Courses, Symposia, Seminars
For Sale/For Rent/Wanted
Miscellaneous
Multiple Specialties/
Group Practice
Part-Time Positions/Other
Physician Services
Positions Sought
Practices for Sale

[‡]Subject to change

2012 WORD RATES

Per word/per issue

FREQUENCY	REGULAR TYPE	BOLD TYPE*
1X	\$7.10	\$7.70
2-4X	\$5.95	\$6.60
5X OR MORE	\$5.65	\$6.00

*Entire ad must run in bold typeface. Typefaces cannot be mixed.

WEB FEE

Print line advertisers can choose to have their ads placed on NEJM CareerCenter, the *New England Journal of Medicine's* physician career website, for a fee of \$60 per issue per advertisement. The web fee ensures the ad will be online for 21 days. The web fee must be purchased for all dates of the print schedule. The decision to place your ad online must be made when your print ad is scheduled.

REPLY BOX SERVICE

Confidential reply box numbers are available for an additional \$75 per insertion. "Reply Box 0000, NEJM" counts as four words. We will not divulge any information about advertisers. Responses will be forwarded every Tuesday and Thursday, and the box will remain open for three months after the last insertion.

CLOSING DATE

Closing for line ads is approximately 20 days prior to the issue date.

WHAT IS A WORD?

NEJM defines a word as any character(s) separated by a space.

Example:

Arthur K. Johnson II, M.D. = 5 words
September 10, 2010 = 3 words
Ob/Gyn = 1 word
Rock Rapids, IA 51246 = 4 words
Send CV = 2 words
781-123-4567 = 1 word
A = 1 word

Example:

MEDICAL DIRECTOR — A dynamic, growing multispecialty clinic is looking for a full-time Medical Director in greater New York. Ideal candidate should be board certified in internal medicine with subspecialties in oncology and/or gastroenterology. Must possess a willingness to visit patients at home. Attractive salary and benefits including paid malpractice. Send CV to Reply Box 00000, NEJM.

This advertisement contains 56 words at \$7.10 per word, for a cost of \$397.60. Because a reply box is requested, there is an additional charge of \$75 for each insertion. The price is therefore \$472.60 for one insertion of the advertisement. An additional charge of \$60 would be incurred to post this ad online.

DISPLAY ADVERTISING

2012 BLACK AND WHITE DISPLAY ADVERTISING RATES					
PAGE SIZE	1X	6X	12X	24X	52X
FULL	\$7,300	\$6,800	\$6,500	\$6,000	\$5,900
HALF	\$4,700	\$4,300	\$4,000	\$3,600	\$3,500
THIRD	\$3,700	\$3,400	\$3,200	\$2,900	\$2,600
QUARTER	\$2,700	\$2,500	\$2,400	\$2,000	\$1,900
SIXTH	\$1,900	\$1,700	\$1,600	\$1,400	\$1,300
EIGHTH	\$1,600	\$1,500	\$1,400	\$1,200	\$1,100

Line Advertising *(continued)*

FORMAT

Classified advertisements are all set in the same typeface (Baskerville) and format, unless bold type is requested. The minimum charge for all types of line advertising is equivalent to 25 words per ad. The classified line advertising section located in the back of NEJM is divided by category, and ads appear in zip code order. Please select from the classification under which you would like your ad to appear; otherwise we will determine the most appropriate category.

The *New England Journal of Medicine* (NEJM) strives for complete accuracy when entering classified advertisements; however, NEJM does not accept responsibility for typographical errors, should they occur.

Display Advertising

FULL PAGE COLOR RATES

PMS color \$1,000
Four-color \$2,100

HALF PAGE AND SMALLER COLOR RATES

PMS color \$500
Four-color \$1,100

CORRECTIONS

Fewer than 10 words No charge
More than 10 words \$32

COLUMN/INCH ADS

Per inch, per column \$500
Smallest unit available. 2 inches
(approximately 45 words per inch)

Display ads are sold by 1/2-inch increments:

$$\text{Rate} = \text{number of columns wide} \times \text{number of inches long} \times \$500$$

WEB FEE

Display classified advertisers may choose to have their ads placed on NEJM CareerCenter (NEJMCareerCenter.org), the *New England Journal of Medicine's* physician career website, for a fee of \$120 per issue per advertisement. The web fee ensures the ad will be online for 21 days. The web fee must be purchased for all dates of the print schedule. The decision to place your ad online must be made at the time the print ad is scheduled.

TYPESSETTING

Typesetting services are available at additional cost:
Full page \$250
1/3 or 1/2 page or 8 1/2 to 15" \$180
1/6 or 1/4 page or 3 1/2 to 8" \$130
1/8 page or 1 to 3" \$100

CLOSING DATE

Full page run-of-book ads close 27 days prior to the issue date. For fractional ad unit close dates, please see page 2.

COMMISSIONS

Fifteen percent commission goes to recognized agencies (including in-house agencies) providing invoices are paid within 30 days. Line ads, production charges, and web fees are not commissionable.

DISPOSITION OF AD MATERIALS

Furnished files will be held for one year after the last insertion date. Unless otherwise notified, furnished files will be destroyed.

MECHANICAL REQUIREMENTS

DISPLAY ADS

The preferred format for submission of display advertising is PDF. Please adhere to the guidelines that follow.

TRIM SIZE

Trim size of publication 7⁷/₈" × 10¹/₂"

AD PAGE SIZES

Full page 7" × 10"
Half page: horizontal 7" × 4⁷/₈"
 vertical 3¹/₄" × 10"
Third page 4¹/₂" × 4⁷/₈"
Quarter page 3¹/₄" × 4⁷/₈"
Sixth page 2¹/₈" × 4⁷/₈"
Eighth page 3¹/₄" × 2¹/₄"
Three columns 7"
Two columns 4¹/₂"
One column 2¹/₈"

BLEED SIZES

Full page 8¹/₈" × 10³/₄"
Fractional page 8¹/₈" × 5¹/₈" or 4¹/₈" × 10³/₄"
Gutter bleed 8¹/₈" × 10³/₄"
Trim size of publication 7⁷/₈" × 10¹/₂"
Margin for live matter ¹/₂" on all sides.

RULES

Ads should be bordered with at least a .05 point rule.

SUBMISSION

Ads submitted as PDFs are preferred, via email. We also accept Mac CDs. Label disk with client name and agency.

Email your file to displayads@nejm.org.

Please provide contact information including company name, client (if applicable), contact name, phone, fax number, and email address.

Or, mail your CD to:

**Advertising Production Department
The New England Journal of Medicine
860 Winter Street
Waltham, MA 02451-1413 USA**

Note of caution when creating digital ads: TrueType fonts should be avoided!

PDF SETTINGS

All submissions should be Acrobat PDF files (PDFX is preferred), version 6.0 or higher, fonts must be embedded, and should be sent the exact size of ad (see ad page sizes on this page). Native files or other file formats cannot be accepted. Our PDF settings can be emailed to you. Please send an email request to displayads@nejm.org.

Questions regarding digital ad specifications should be emailed to displayads@nejm.org, or call (800) 635-6991 and ask for:

- Lynn McGahey, ext. 7036
- Mary Kay Balacco, ext. 7027

LOGOS

Digital logos for ads to be created by NEJM must be supplied as follows:

- Only Illustrator or Photoshop logos are accepted.
- We accept .eps, .tif or .psd files.
- Black/white ads, please supply a black-only logo.
- Color ads, please supply your logo as CMYK, not RGB.

REVERSE TYPE

To reduce registration problems on reverse type, minimize the number of colors in reverse lettering. Type should be no smaller than 9 point, especially when using type with fine serifs, which often fill in when reversed.

SCREENS

150 line screens are preferred for halftones and colors.

- Halftone: Minimum screen tone value 10%
- Four-color: Sum percentages of tone values should not exceed 260%. Only one solid color should be used.

POLICIES

1. All advertisements are subject to approval of the *New England Journal of Medicine* (Publisher), which reserves the right to reject or cancel any advertisement at any time.
2. All advertisements are accepted and published by Publisher on the warranty of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless Publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
4. Publisher shall not be liable for any failure to print, publish, or circulate any advertisement accepted by Publisher; however, Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
6. For advertorial guidelines, contact your account representative or visit www.nejmadsales.org.
7. Any reference to Publisher or any of its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to prior written approval by Publisher for each such use.
8. All advertising contract position clauses are treated as requests. Since editorial requirements change as issue production progresses, Publisher cannot guarantee fixed positioning.
9. Publisher is not responsible for incidental or consequential damages for errors in printing an ad.
10. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
11. Publisher will not be bound by any condition, printed or otherwise, appearing on insertion orders or copy instructions when such conditions conflict with the conditions set forth in this rate card.
12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
13. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic, or official name; the quantity of all active substances must be stated along with the recommended dosage. Copy should be factual, conservative, and in good taste. Documentation for new pharmaceutical products should be sent to the advertising department; please allow two weeks for clearance.
14. All advertising must be clearly germane to the practice of medicine.
15. **NEJM.ORG:** Any use of NEJM trademarks or copyrighted material for links to and from the NEJM website must be approved, in advance, by NEJM. Any such unauthorized linking is prohibited. NEJM does not endorse or support any product or organization linked to NEJM's website nor is NEJM responsible for the content of any website promoted in an advertisement published in NEJM. Online advertising policies can be viewed at publisher's website, www.nejm.org.
16. **RECRUITMENT ADS:** All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status, or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.



The NEW ENGLAND JOURNAL of MEDICINE

860 Winter Street, Waltham, MA 02451-1413

Business hours: 8:00 a.m. to 4:00 p.m. EST.

CLASSIFIED ADVERTISING

Tel: (800) 635-6991 or (781) 893-3800

Fax: (781) 895-1045

Email: ads@nejmcareercenter.org

Website: NEJMCareerCenter.org

Director, Recruitment Advertising Sales

Keith Yocum: (781) 434-7029

kyocum@nejm.org

Senior Recruitment Advertising Representative

Jim Murray: (781) 434-7030

jmurray@nejm.org

Senior Recruitment Advertising Specialist

Matt Clancy: (781) 434-7034

mclancy@nejm.org

Recruitment Advertising Representative

Tricia Zullo: (781) 434-7417

tzullo@nejm.org

ADVERTISING PRODUCTION

Tel: (800) 635-6991 or (781) 893-3800

Fax: (781) 893-5003

Director, Advertising Production

Mary Kaye Balacco: (781) 434-7027

mbalacco@nejm.org

Senior Advertising Production Specialist

Lynn McGahey: (781) 434-7036

lmcahey@nejm.org

OPERATION AND SUPPORT SERVICES

Tel: (800) 635-6991 or (781) 893-3800

Fax: (781) 893-5003

Supervisor, Recruitment Advertising

Patrick Riordan: (781) 434-7026

priordan@nejm.org

Administrative Coordinator, Advertising Sales

Carolyn Frissore: (781) 434-7039

cfrissore@mms.org